


THE LARKIN IDEA

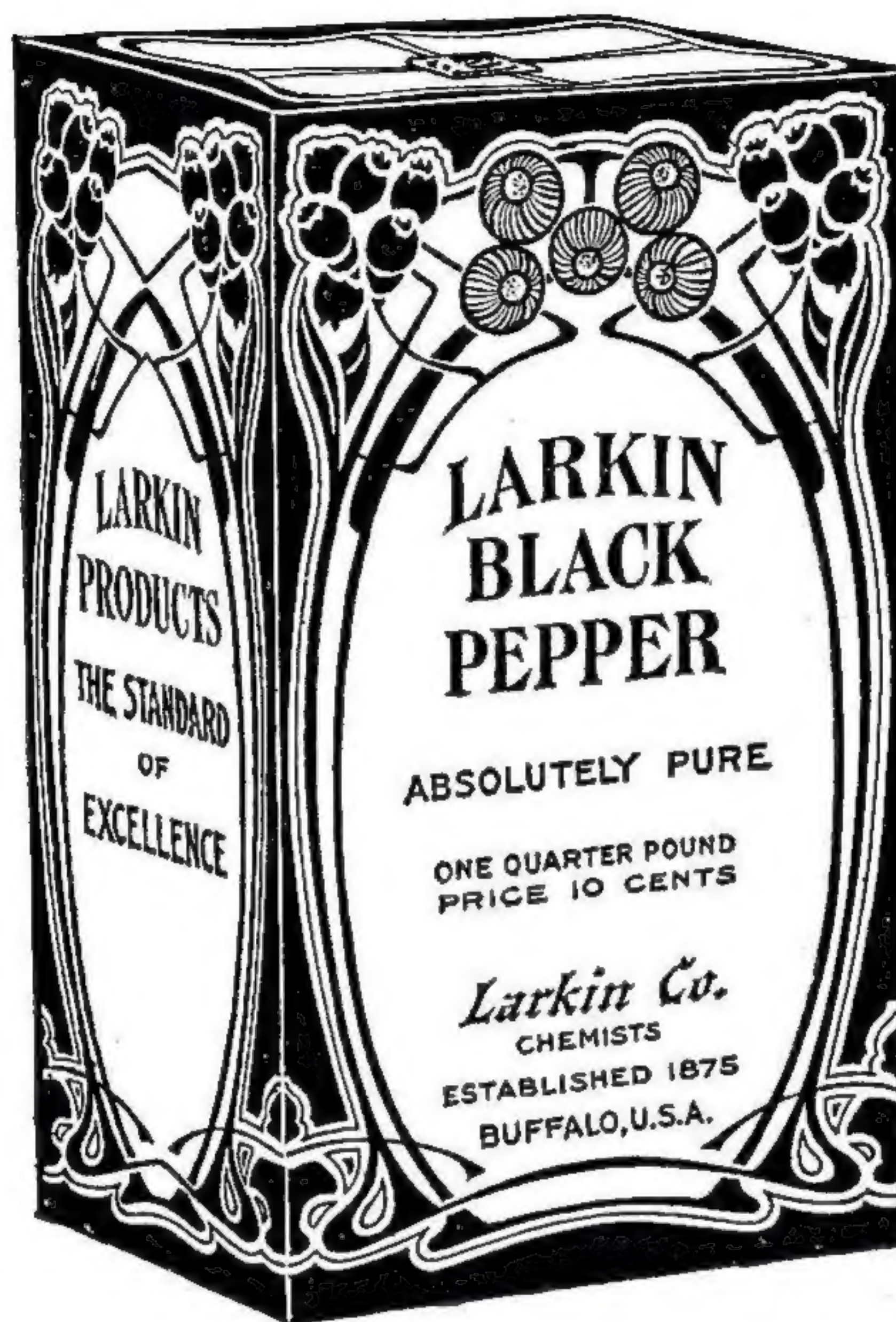
JULY
NUMBER
50
CENTS A
YEAR



"Twenty-two new Larkin Products are announced in this issue—every one a household need."

LARKIN PURE SPICES

A R E R E A D Y F O R Y O U



LARKIN SPICES are free from any form of adulteration, substitution or coloring. The quality is the highest—Larkin Quality. Each Spice is secured from the territory producing the choicest of its variety, is purchased in its native condition, from reputable importers, and is ground under our personal supervision. Each in package of $\frac{1}{4}$ lb.

Allspice

Price 5 cents

Ginger

Price 10 cents

Black Pepper

Price 10 cents

Saigon Cinnamon

Price 20 cents

Mustard

Price 10 cents

Cayenne Pepper

Price 10 cents

Cloves

Price 10 cents

Nutmeg

Price 15 cents

White Pepper

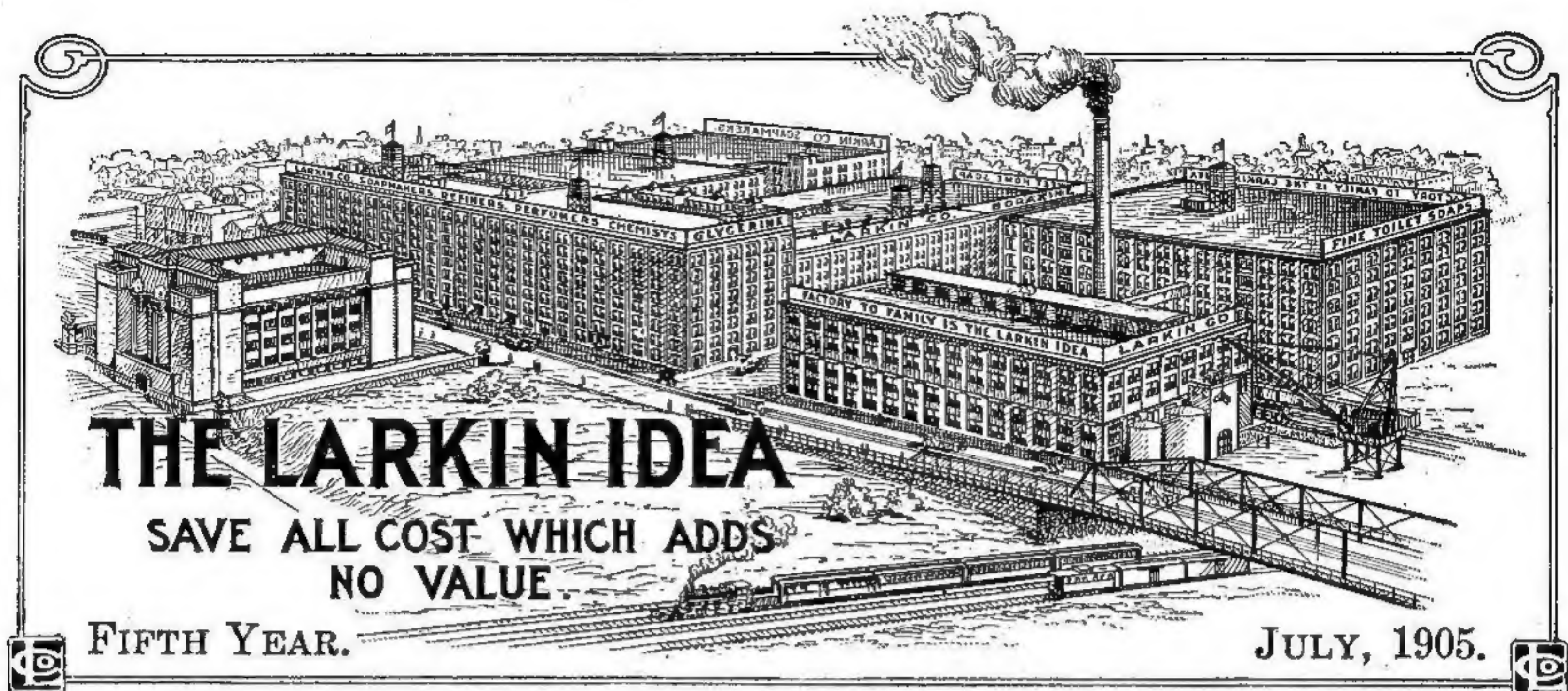
Price 15 cents

Larkin Street,

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.



COLLEGE DAYS.

BY JAY KNEBE.

When Grandfather went to college in the days of long ago,
He went on dollars he had saved by process hard and slow.
He took a little hair-trunk, well scarred by time and tide;
He took his parents' blessing and—not very much beside.

His mother packed the garments made by her careful fingers—
O'er such a dear and loving task how tenderly she lingers!
He was diligent and faithful till vacations came around;
Then gladly worked upon some farm for "twelve a month and found."

But the college boy in Nineteen-five is a different proposition:
He leaves the "Pater's" pocketbook in a very flat condition.
His trunk would hold a dozen of the one his father carried;
You'd think it held the trousseau of the girl just newly married.

Now when his clothing all is packed, there come the little notions:
The Larkin Soaps, the Dentifrice, Derma Balm and other lotions,
Quinine Hair Tonic, Talcum, Shoe Polish, Black and Russet;
Be sure and pack them carefully or his clothing—you might muss it.

His Dress Suit-case from Larkin just meets the young man's wishes;
The proverb is for him fulfilled, his wishes sure are fishes;
For all his friends and relatives, to meet his every hope,
Just—went—and spent—an X apiece for a box of Larkin Soap.

He has a Desk and Swivel Chair, Bookcase and Sofa-bed,
A Mandolin, an Art Square, soft Pillows for his head,
A Camera, a Medicine Case with Larkin remedies in it,
A Chafing Dish, a Chocolate Pot—oh, why did I begin it!

I cannot tell you half the things his doting kindred gave him,—
If indulgence ever spoiled a boy, I know not what can save him.
One thing is sure: if he should fail,—I cannot help remarking—
'Twill not for lack of comforts be that are mostly due to Larkin.

The Boston Showroom.

BY ELLEN M. TAYLOR.

Those of the Larkinites who have never visited Boston will find much to amuse and instruct in the many landmarks and spots of historical interest in this city of the Puritans.

I have studied with pleasure the stately equestrian statue of Washington amid the blooms of the beautiful Public Gardens; the Statehouse's gilded dome has shone upon me as I took the Autocrat's "long walk" across the Common; I have climbed to the battle-ground of Bunker Hill and thrilled with patriotic fervor as I viewed, at close range, the great granite shaft that marks the place where heroes fell; I have seen the churches, old and new, where have been fought the battles of the creeds. Long stories could be told of these places, of interest not only to the New Englander, but to the patriotic American everywhere; but space is limited, so I will try to give a glimpse of a modern business place in which all are interested—the Boston Branch of the Larkin Co.

The office, showroom, storerooms and shipping department, with their corps of smiling, busy workers, impress one with the fact that everything about the Larkin Co. is business. No space is wasted; everything is so arranged that all moves with ease and precision.

"Busy" is the word to describe the people in the sunny, airy office, where the desks are placed so near that not a bit of room that can be utilized as the field for some progressive operation is wasted, yet where each one is quietly performing his or her own particular work. The observer cannot detect any jarring of the "wheels" as they "go round." Here, with the light from the corner window falling over his shoulder, sits the presiding genius of the Boston Branch. He has just the personality that wins friends for himself and his Company.

The business here is organized on the same lines as in the Buffalo offices. The visitor, after watching the amount of business done here in an hour, wonders what the whole stream is like in volume, as this is

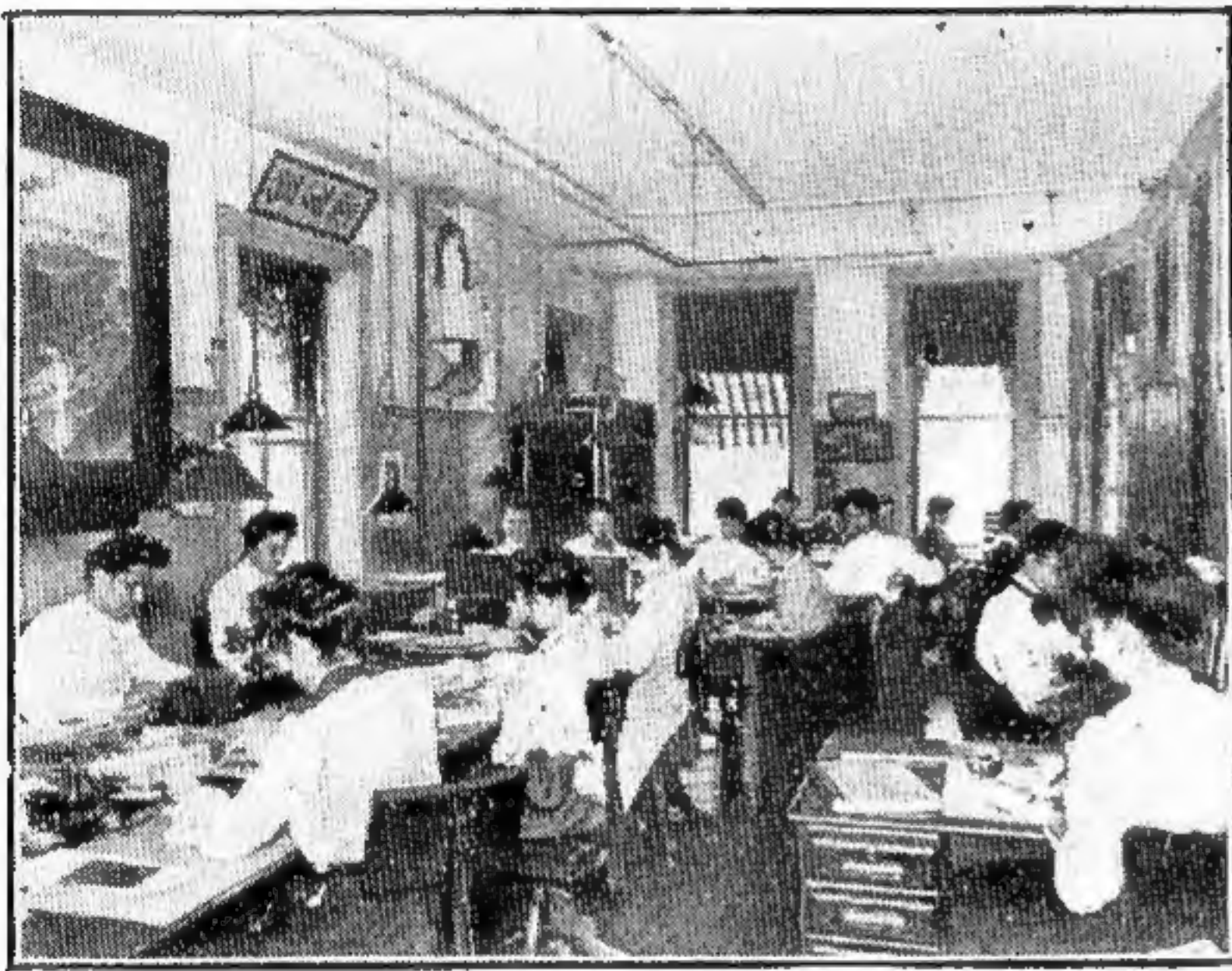


THE LARKIN CO. NEW BOSTON SHOWROOM AND WAREHOUSE,
149-155 MASSACHUSETTS AVENUE, CAMBRIDGE "A" STATION.
REMOVED FROM 19 ELIOT STREET.

simply one of its five tributary branches.

The trained observer will notice at once the sterling quality of everything, from a cake of World's Work to the dainty packages of Puritan Pure Chocolate and Cocoa; from the Doll's Chair to the Princess Dresser. There is one thing to say: *If it is a Larkin Product or a Larkin Premium, it is good.*

While in the Showroom I was interested in watching the various groups clustered about the showcases. The handsome display of



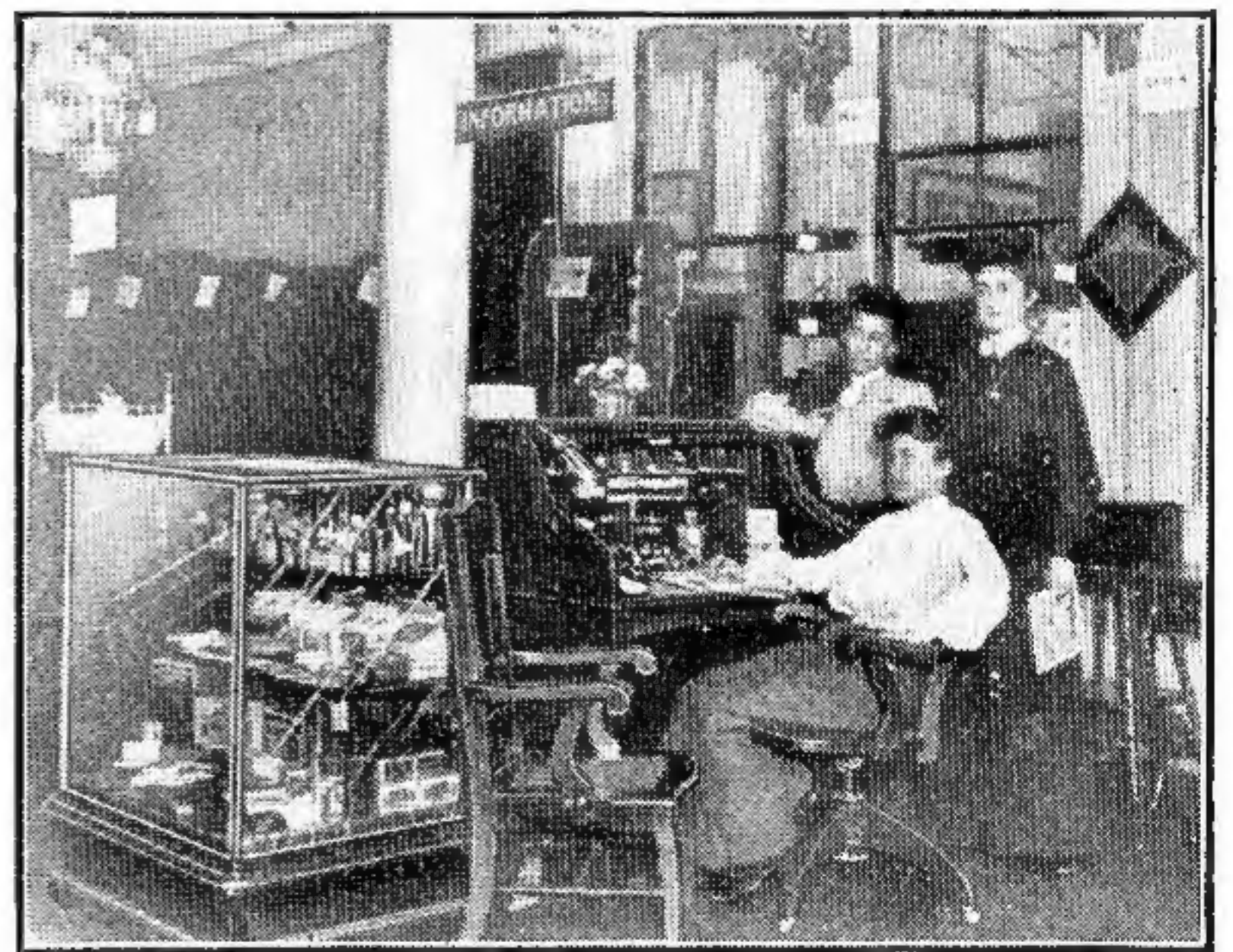
VIEW OF GENERAL OFFICE.

Products grouped together drew an earnest circle to study and compare. One woman leaned over to examine every package and label to see if there was anything she had not seen before. There is an air about the people, here, at once interested and alert. They are the class of people you see in first-class stores; people who appreciate good bargains, and who pay as they go. They have a friendly look that tells you they are a social folk. They have lots of friends; hence, their Recommended and Club orders. Sometimes two or three persons come together and talk over the selection of their Premiums between themselves. Another thing I noted about them as they moved from point to point, choosing this and that to carry home to make

it beautiful; they are a contented people, the people who are home-makers.

Two busy people in these rooms are the cashier and the order clerk. At the Information Desk another pleasant girl is holding a reception that lasts all day, answering all sorts of questions as to the Products, the Premiums, the Certificates, how to make out the orders, and the many little details that seem such obstacles to many women who were not trained in their youth after the manner of the up-to-date business man or woman. With the nicest tact and courtesy, everything is made plain, and the customer goes on her way rejoicing.

One small detail seems to need explaining very often; that is, why there is a charge for delivering the goods to the customers near Boston, who receive their Products and Premiums from the Boston Branch. It is often asked why the goods are not sent free as the goods from the stores are delivered. A minute's consideration will show them that the charge for carriage is really due because the prices at which the goods are sold are factory prices. The goods are sold at the factory price so that the greatest possible value may be given

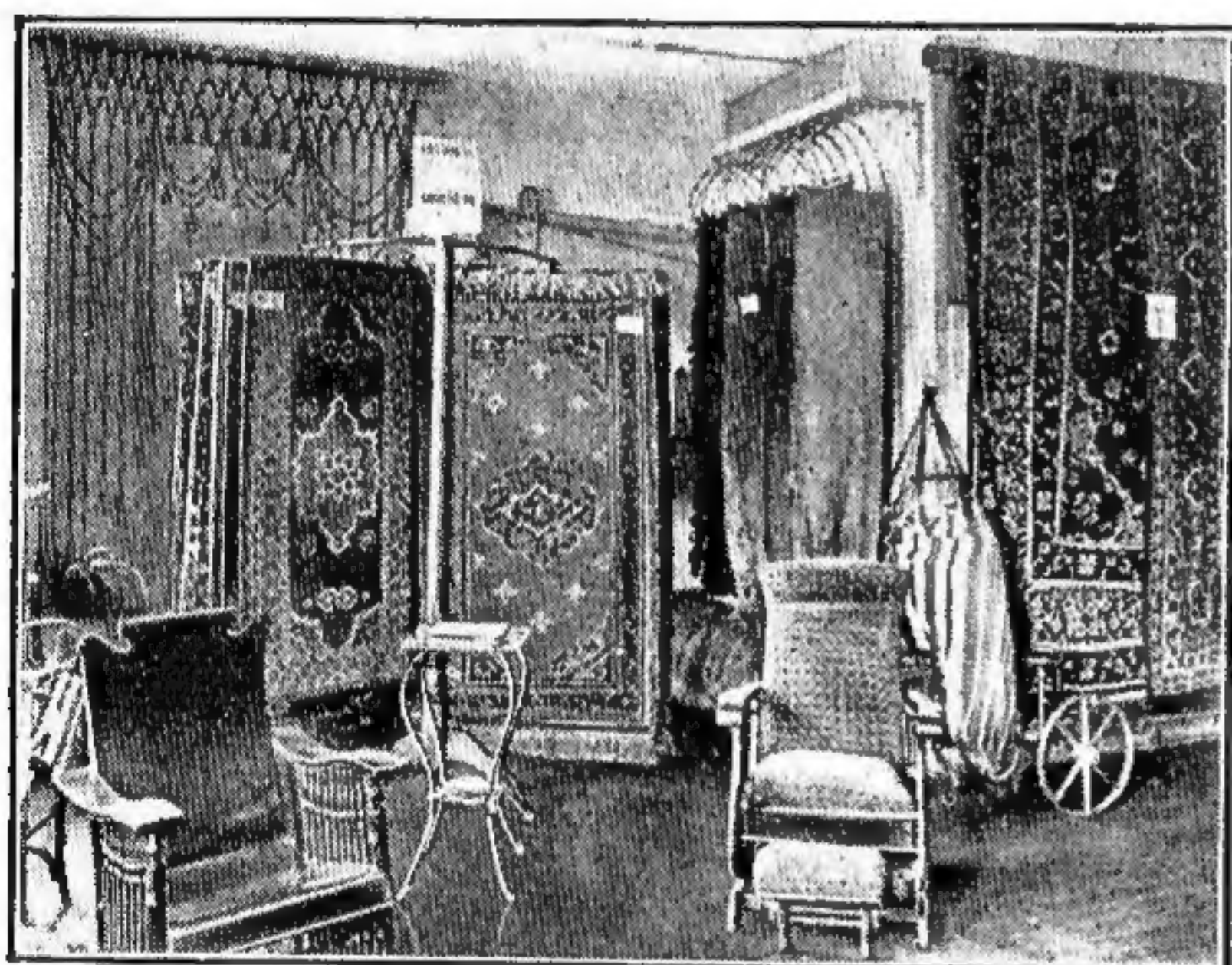


SHOWROOM ATTENDANTS

for the money. These phenomenal values could not be given if the business were not carried on in the

most economical manner. The Larkin goods are sent all over the country and to foreign lands, and all the customers are treated alike. It would not be just for the patrons in California or Maine to be favored more than customers in Boston or the thousands of people who send orders from the farms and country villages of nearby states — and they would be, if the greatly varying freight charges were paid by the shipper.

The Boston Branch, now located at 149-155 Massachusetts Ave., Cambridge "A" Station, relieves the local customer of all the annoyance and delay in getting the Products from Factory to Family, merely charging for conveyance of the Products and Premiums from Buffalo.



THE RUG RACKS.

Let no one fail to go to a Branch Store, if there is one in her locality. A woman at home may think she is acquainted with the Larkin Premiums from the illustrations in the Premium List, but the things themselves are so much more attractive than any picture or description that all should see them where they can freely examine and compare the different articles. The visit will prove a revelation. Boston is full of particular people who visit the Larkin Showrooms and are convinced that there they get for their money double the value that they do in ordinary trade.

LARKIN TABLE SALT

FOR TABLE
AND
KITCHEN USE



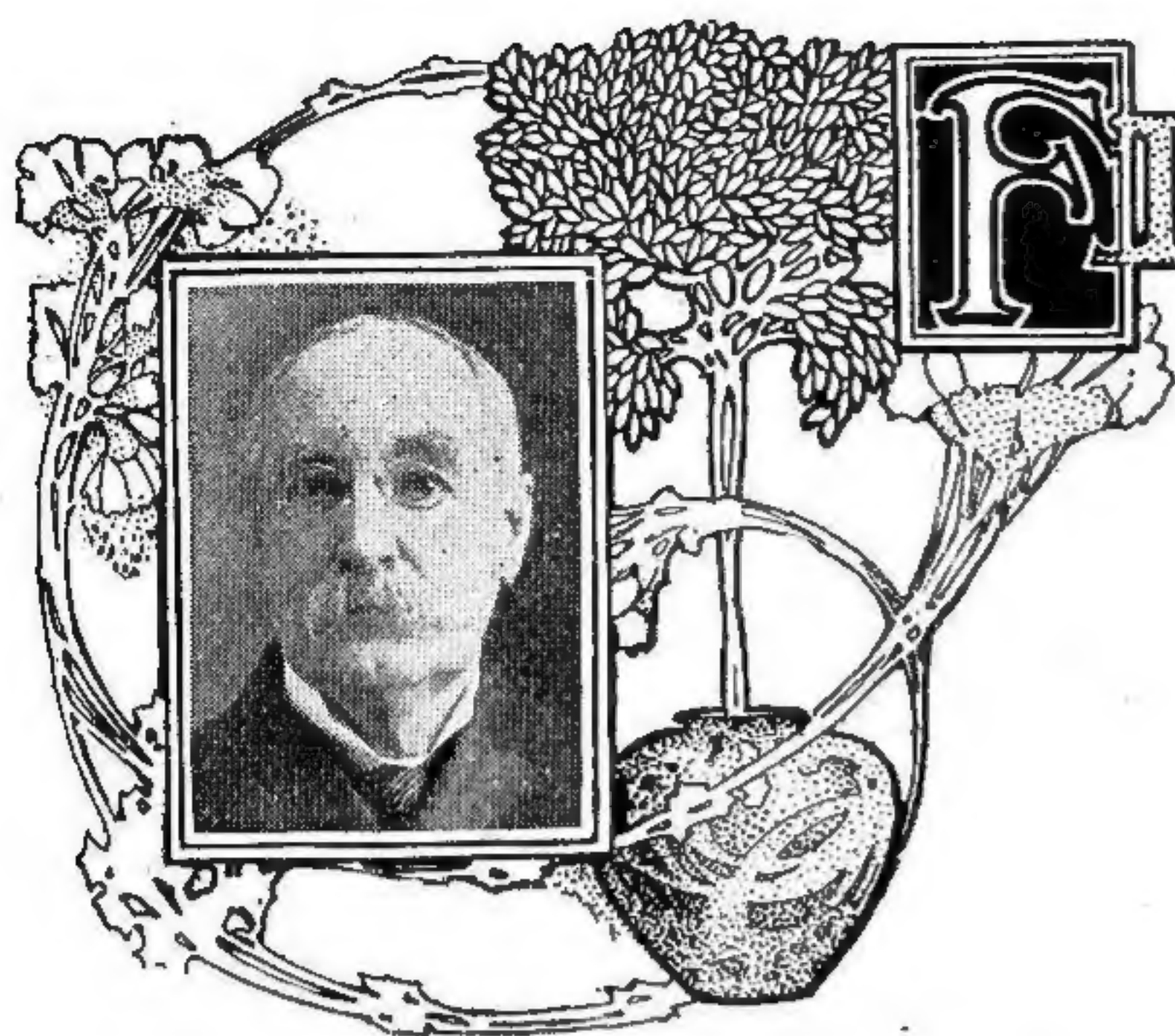
ALWAYS DRY—NEVER CAKES

HIGHEST quality; refined and prepared in accordance with most approved modern methods. Absolutely free from starch, chalk, or any other foreign substance. Double sifted and extra dried. Will run freely from shaker. No better Salt obtainable anywhere.

Per 5-lb. package, price 10 cts.

Larkin Co.

BUFFALO, N. Y.



FLORAL TALK

By EBEN E. REXFORD

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Editor THE LARKIN IDEA.*

KEEP an eye on your house-plants, if you have them in pots during the summer. We shall be having hot weather now, and evaporation will take place very rapidly. Before we are aware of it, our pot-plants may be almost dust-dry at the roots. This ought never to occur, as a plant so checked takes long to recover. Be sure to give all the water that is needed. There's little danger of giving enough to injure them at this season.

Plants require considerable attention in the way of pruning, this month. The time to train a plant is when it is making vigorous growth. If not done now, it will soon get the start of you, and you can only bring it under control by cutting away a large amount of the season's growth and forcing it to make a new head. We can prevent this waste of time and vitality on the part of the plant by giving it attention when attention is needed.

Plants for use in hanging-baskets in winter should be started now. Nearly all desirable kinds can be easily grown from cuttings. If started at once, these will attain sufficient size to make a fine showing at the beginning of the winter season, but late-started ones will not be effective. It pays to look ahead, and get ready in advance of the season. Here is a list of good plants

for hanging-baskets: Vinca Harrisonii, Moneywort, Saxifraga, Lysimachia, Tradescantia, and Othonna. All are rapid growers, with the exception of Saxifraga, and that is very pleasing when small.

Gloxinias will be coming into bloom now. So will Tuberous Begonias. Be careful not to spill water on their foliage, as it will often cause decay to set in. Give a weak fertilizer once a fortnight.

If you have old plants of Primula Obconica or Baby Primrose, turn them out of their pots, and break the roots apart. This can be done so as to secure a good many divisions, each with roots attached. Pot these in small pots of light soil. They will soon begin to grow, and in six weeks' time will need shifting to larger pots. From one old plant, treated in the way advised, you can secure all the plants you need for winter use. They will be as satisfactory in every way as young plants grown from seed by the florist.

If the weather is dry, make frequent use of the hoe. If you think stirring the ground helps to dry it out, you are mistaken. By keeping it light and open on its surface, a capillary action is brought about that draws moisture from below and also absorbs what little there may be in the atmosphere. Allow the ground to become coated over with a crust, and no benefit whatever will be derived from light showers and dewfall, because the moisture cannot penetrate it.

Remove all flowers as soon as they fade. If you allow seed to form,

there will be few flowers during the latter part of the season. A plant cannot bloom much while perfecting seed. Prevent seeding, and it will at once make another attempt to perpetuate itself, and the first step in this direction is the production of flowers. Therefore it is possible for us to keep a plant blossoming the greater part of the season by thwarting the processes of Nature.

Have you some old plants of Boston or Piersoni Fern that begin to look shabby? Turn them out of their pots. Cut the roots apart in such a manner as to secure several crowns with roots attached. Pot these off, and by fall you will have fine specimens. Give them a soil rich in vegetable matter. Leaf-mold from the woods suits them better than anything else.

It is a good idea to go over the perennials and cut away all the old flower-stalks. Often, if this is done, they will send up other stalks, from which late flowers can be expected.

If you have Ampelopsis growing over the walls of the house, train it where you want it to go. Fasten it in place by doubling narrow strips of stout cloth about the young branches, and putting a carpet-tack through them. This will be sufficient to keep them where they belong until they have taken hold of the wood with their tendrils, or sucker-like discs.

Stake the Tuberoses. Apply fertilizer once a month. Fertilize the Dahlias weekly.

Treat the Chrysanthemums to a weekly showering with Sulpho-Tobacco Soap infusion. This will keep the black beetle away. While you are showering these plants, do not forget to apply some of the same insecticide to the Asters. Give the Chrysanthemums their final shift this month. This will take them into nine- and ten-inch pots. Have the

soil rich, and be sure that it does not become dry. This is a matter of such importance that I think it advisable again to call attention to it. If you allow them to get dry now, you will have only a small crop of flowers from them, and those of inferior quality.

Look the Palms and other decorative plants over, from time to time, to make sure that they are doing well. If you find a scale on them, at once prepare an infusion of Sulpho-Tobacco Soap and wash the entire plant, leaf by leaf. Scrub the stalks, and be sure that the insecticide gets down among the fibrous matter at the base of the leaves. This is the time to put all plants of this character through a training that will fit them for good work in the window-garden next winter.

The Marguerite Carnations will be growing well, if they have been properly cared for. If they do not seem inclined to make bushy, compact plants of themselves, go over them and nip out the center of each one. This will cause them to thicken up, and that is just what you want them to do.

Give the lawn frequent and careful attention. If the grass grows well, it will need mowing at least twice a week. Have your mower set so that it will cut about two inches from the roots. Never *shave* a sward if you want it to get, and retain, the velvety look which is one of the chief charms of a lawn.

Now is the time to get plants of Plumbago Capensis, to grow on for winter-flowering. Do not allow them to bloom, but throw all the strength of the plant into the production of branches. This is one of the daintiest plants imaginable. Its flowers are of a soft, delicate lavender-blue. They are shaped like those of the annual Phlox, and are

of about the same size. They are borne in loose clusters at the extremity of the new growth. In order to secure a large amount of bloom, you must keep the plant sending out new branches all the time. This is done by cutting back each branch after the flowers at the end of it have faded, and by feeding the plant so well that it will be constantly stimulated to development. In time, it becomes quite a large plant—almost a vine, in fact, as its habit of growth is rather slender—and it can be trained up about the window very effectively.

Have you ever grown the Myrtle? If not, I would advise you to get one. You will be delighted with it. Its foliage is a rich, dark green, small, and thickly set along the stalks. It soon becomes quite a little tree or shrub, just as you see fit to train it, and in winter it produces a profusion of white flowers, as delicate in texture as if cut from chiffon. It is of the easiest culture. Give it a rich, sandy soil, a sunny location, and plenty of water, and beyond that it will not be likely to make demands on you.

CORRECT SHAVING.

SECOND LESSON.

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THAT the face be properly and well prepared and lathered is not least among the requirements for correct and comfortable shaving. This presupposes a preliminary face-washing with copious lather and water and then the use of a properly made shaving soap.



Lather of a good shaving soap will not irritate the face nor dry on it. It will soften the beard and act as a lubricant for the razor, permitting firm, sure movements without discomfort.

Larkin Shaving Soap admirably fills these requirements. It is agreeably perfumed, and produces a creamy, copious and lasting lather. Men with the most tender skin will find it cooling, non-irritating and pleasant to use.

Larkin Shaving Soap is made in both stick and tablet form. Each

has its points of convenience. Personal taste alone determines which to order.

Users of the shaving tablet will find our Silver-plated, Gold-lined Shaving-cup and fine badger-hair Brush (both given for two Certificates) elegant and serviceable. If you employ the Shaving Stick, don't throw away the ends worn too small to hold in the fingers. Moisten the end of a new Stick and press the piece fast to it. Waste may thus be avoided.

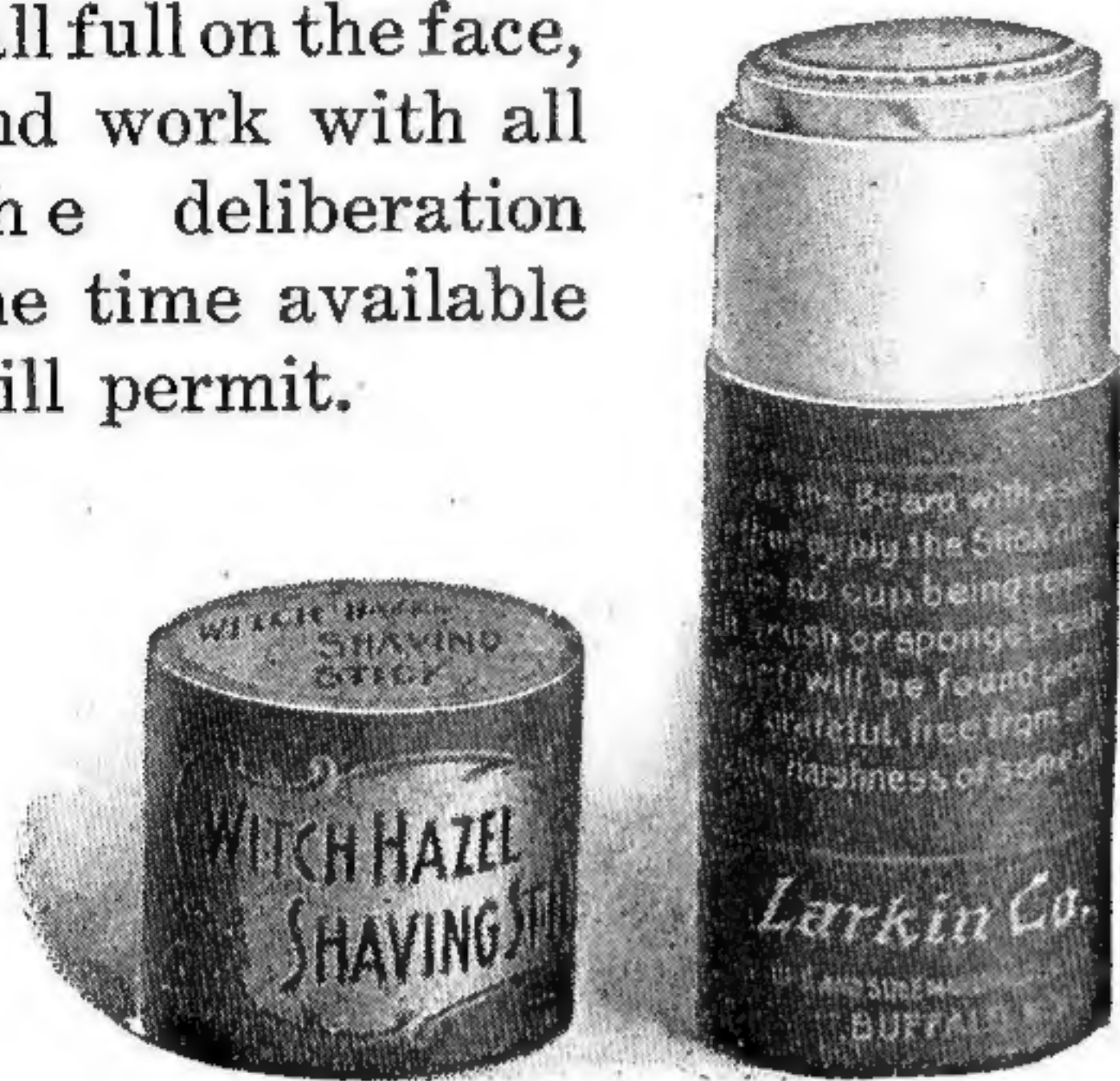
When possible, use hot water. If none is at hand, it will pay you to



SIX TABLETS, 50 CENTS.

take time to procure it. Rub the lather well into the beard with the

tips of the fingers, by a rotary motion, and never attempt to shave a place upon which it has become dry. Have a good light fall full on the face, and work with all the deliberation the time available will permit.



TEN CENTS A STICK.

Shaving.

We are now prepared to proceed with the actual process of shaving.

The movements given below are to be executed with the right hand :



FIG. 1.

Figures 14 and 15. After having carefully lathered your beard strop



FIG. 14.

your razor ; then take it in your right hand in the position shown in Figure 1 ;

place the left hand above the head as shown in Figure 14. Lay the razor flat upon the face and make three or four downward slanting



FIG. 15.

movements as shown in Figure 15, always pulling the skin in the opposite direction with the left hand, working the wrist as much as possible.



FIG. 16.

Figures 16 and 17. Place the left hand on the right cheek as shown in Figure 16. Lay the razor flat upon the face, pulling the skin in the opposite direction and shaving down



FIG. 17.

with a downward slanting movement, as shown in Figure 17, working

the wrist as much as possible ; follow down with the left hand as you proceed.



FIG. 18.

Figures 18 and 19. Take the razor in the left hand in the position shown in Figure 1. Place the razor flat on



FIG. 19.

the face with the point at the corner of the mouth or mustache, as shown in Figure 18. Place the right hand on the cheek and pull the skin in the



FIG. 20.

opposite direction ; make six or seven short strokes to center of chin, as shown in Figure 19, making the

right hand move along with the razor as you proceed, always pulling the skin in the opposite direction, working the wrist as much as possible.

Figures 20 and 21. Again take the razor in the right hand in the position shown in Figure 1 ; place the fingers of the left hand on the point of the chin, as shown in Figure 20.

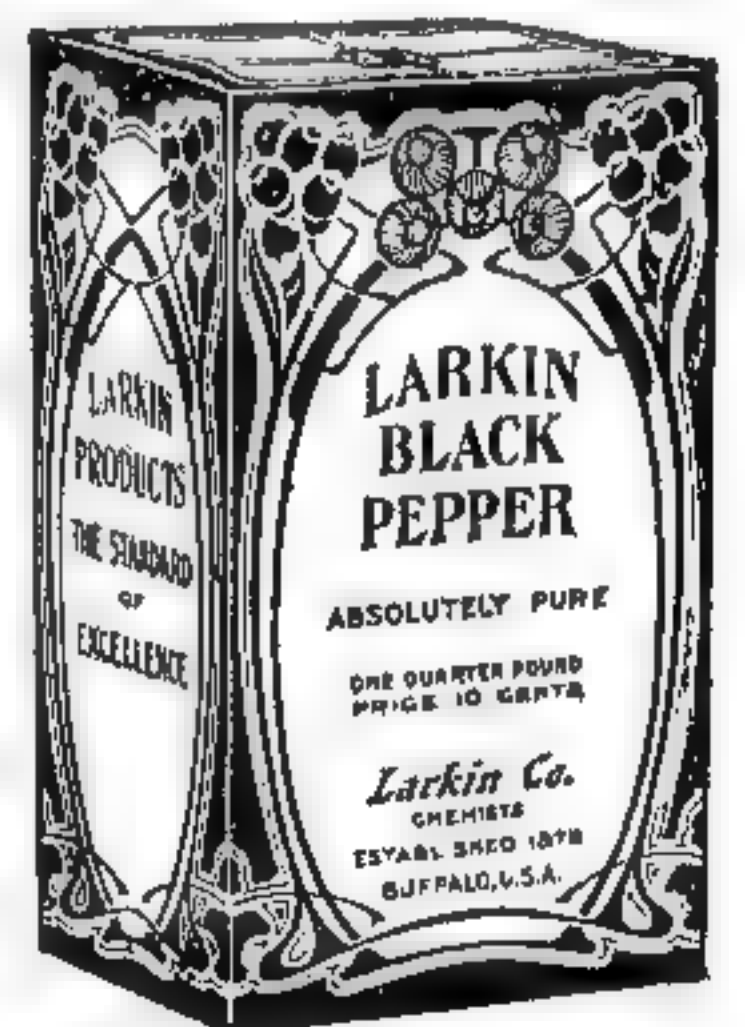


FIG. 21.

Lay the razor flat upon the point of the chin, as shown in Figure 20 ; make six or seven downward strokes on the neck, following the razor with the left hand as you proceed, always pulling the skin in the opposite direction ; shave down to the distance shown in Figure 21, working the wrist as much as possible.

The Physiological Effect of Spice.

Can you see coming across the desert a caravan, — a royal caravan with the royally rich trappings of a prince of the Orient on a visit of state to his neighbor? The



camels are loaded with rich gifts of gold, precious stones, ointment, incense and spices. Each gift is rare and costly. The exchange of gifts between ancient rulers was a beautiful custom ; for in this way the choice products of one kingdom were introduced into another, and eventually all

the world gained the privilege of using the rich vegetable gifts of the warm Oriental countries. Has the thought occurred to you that Nature intended that we should use lavishly the things lavishly supplied, use judiciously and sparingly the things supplied only in certain localities of the world? It is thus we get the quotation "Variety is the spice of life," meaning to some of us, at least, that a certain something is needed in our foods as in our lives to gain from them the things worth while. So let us be temperate in our use of Spices.

Their use is legitimate; their abuse, harmful. The effect of these condiments is due to the stimulation of the nerves of taste and smell. If added to food materials before or during the cooking process, a small quantity imparts a flavor to the

entire mixture. If added to the cooked food, a larger quantity is used and the effect lasts, not only while the food is in contact with the nerves of the mouth but also in the digestive tract, causing an irritation of the mucous membrane; the tissues become weakened, and, in time, lose the power of normal action.

Highly seasoned food tends to weaken the digestion, in the end, by calling for more secretion than is needed, and, as it were, so tiring out the glands. It is like the too frequent and violent application of the whip to a willing steed—by and by, he learns to disregard it. Just enough to accomplish the purpose, is Nature's economy.

This economy is quick to recognize and be satisfied with a food that is easily digested without impairing the functional powers of the digestive fluids.

The skill of the cook consists in steering between the two possibilities—in helping and not hindering digestion.

Pay Us a Visit.

RESOLVED that the thanks of the Central Railway Club be, and they are hereby formally tendered to the Larkin Co. for the courtesy and opportunity of a tour of the company's works, so kindly accorded our membership.

In making this acknowledgement

we desire to bear testimony to the great pleasure afforded in a personal inspection of what is manifestly a model and admirably managed



industrial establishment.

We also find occasion to express keen appreciation of the educational benefits assured to all who take occasion to see the various departments, with their marvelous machinery, the remarkable dexterity of the employes in their various avocations, and the cleanly manner in which all the various products are handled.

We desire further to commend the superior system and perfect discipline apparent in operation and management, as well as the spirit and enterprise shown in a general invitation to the public to visit this institution.

EUGENE CHAMBERLIN,
F. W. WILLIAMS,
THOMAS J. O'DONNELL,
Committee.

The trip that elicited these words of praise from the prominent railroad men who compose the Central Railway Club is open to all of you. We take especial care and pleasure in entertaining our friends. The factories are open to visitors from eight o'clock until noon and from one o'clock until four. The trip is replete with interesting features. Pay us a visit at the first opportunity. It will be well worth while for both of us.

Nova Scotia Wins School-Club Prize Contest.

The Larkin School-Club Prize Contest that began last December, closed June 1st. The prize for the School sending the most money during that time, was \$50.00 worth of Larkin School-Club Library Books. It was won by the Convent of the Holy Redeemer, Whitney Pier, Sydney, Nova Scotia.

Five prizes were offered pupils who made the most sales in the Contest. They were awarded as follows:

First Prize, choice of a Sterling Silver Watch or Chautauqua Folding Camera, won by Jane Naber, Minonk, Ill.

Second Prize, ten Larkin School-Club Library Books, won by Wilbrod Pronovost, Waterbury, Conn.

Third Prize, set of Keuffel & Esser's Drawing Instruments, won by Jean Baptiste Fregeau, Waterbury, Conn.

Fourth Prize, Larkin Gold Fountain-Pen, won by Antoinette Bergeron, Kankakee, Ill.

Fifth Prize, Canvas-Woven Hammock, won by Ethel Slenker, Red Lion, Pa.

It was the most popular School-Club Contest yet conducted.

That Schools appreciate the benefits derived from a Larkin School Club is shown by the fact that new Clubs are constantly being formed

and old Clubs are continued to secure Premiums or money. A new edition of School-Club printed matter will be ready August 1st and mailed to any teacher on request.

Larkin Temporary Showroom.

The popularity of the Larkin Temporary Showroom continues. As evidence, we have the testimony of the people and press. The following appeared in *The Auburn Advertiser* during the exhibition there:—

“Growing in popularity from day to day, the Larkin Exhibit of Products and Premiums is now filling Music Hall to its utmost capacity with delighted sightseers.

“There are nearly 800 Premiums on display in addition to 100 Products and it would be difficult to name a single housekeeping essential that has been omitted. There are many new articles of interest to every woman, and our girls and boys should not miss seeing the things especially shown for them.

“A striking characteristic of Larkin Premiums is their uniform excellence, which is not to be wondered at in view of the fact that they are made by some of the foremost manufacturers in this country.

“It seems to be quite the thing nowadays to save money by belonging to a Larkin Club-of-Ten. Many pleasing little entertainments are being given this summer either by secretaries or members of numerous Clubs.”

The Showroom will exhibit in the following New-York towns:

July 3 to 8, Oswego, 208 W. First St. ; 10 to 15, Rome ; 17 to 22, Watertown ; 24 to 29, Ogdensburg ; 31 to Aug. 5, Plattsburg ; Utica, Aug. 7 to 19.

Other dates will be announced later.

THE LARKIN IDEA

PUBLISHERS' ANNOUNCEMENT.

The subscription price of **THE LARKIN IDEA** is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three orders for the Larkin Soaps and other Products within twelve months. To one who continues to send orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Co. Publishers.

ESTABLISHED, 1875.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,
IMPORTERS.

Factories and General Offices, - **BUFFALO, N. Y.**

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES:

4 and 6 White Street and 239 West Broadway, }	-	NEW YORK CITY
149-155 Massachusetts Ave., Cambridge A Station, }	-	BOSTON
2221-2231 Arch Street, -	-	PHILADELPHIA
820-824 Liberty Avenue, -	-	PITTSBURG
264-268 Erie Street, -	-	CLEVELAND

Soap Bubbles.

BY ADELA S. CODY.

Said Nan: "Let's play at something new;

I'm tired of books and toys.

Mamma has such a headache, too,
We daren't make a noise.

"Let's play we are Geography,
And make some earths and moons—
How jolly it will be to see
Them floating like balloons.

"Here's Glycerine and Larkin Soap,
And water; so let's try
To stretch soap bubbles, like a rope
Of worlds across the sky.

"Now blow, and blow—oh! see how big

My world is going to be.

Ah, it has burst! It will not do
To stop to talk, I see.

"Now look at this one—all the trees
Are red and gold and green—
I'm sure no prettier ones than these
In any world are seen.

"This is a moon; just see that face,
As plain as it can be.

"The old man in the moon'? No,
Grace,

That face belongs to me.

"But, oh, how round and red it
seems!

It hardly looks like me.

Each tooth like a white mountain
gleams;

Each blue eye seems a sea.

"How long they float before they
break!

Look at them, Auntie, please.

Who'd think that Larkin's Soap
could make

Such fairy worlds as these?"

Their Aunt Clarinda smiled and said,

"You'll always find, I hope,

That this world even can be made
As bright by Larkin's Soap."

The New Larkin Spices.

**Black Pepper, White Pepper, Cayenne
Pepper, Cloves, Allspice, Nutmeg, Cinna-
mon, Ginger, Mustard.**

Larkin spices are now ready; if
you make them part of your next
order, you will be as pleased as we
ourselves.

These spices are of the highest
quality and purity. A rather sweep-
ing statement, but let us specify.

The fraud and deception practiced
today in the spice business is unex-
ceeded by that of any other line of
merchandising. This is because it is
almost impossible for retail dealer or
consumer to detect, with certainty,
adulterations and substitutions in
ground spices.

First come the out-and-out adul-
terations, the addition of ground
minerals, salt, rice, sand, sawdust,
charcoal, all manner of cheap barks
ground and colored to resemble the
true spice, and various other make-
weights. In this traffic, of course,
only the most unscrupulous of whole-
sale dealers engage, but the retail
men are repeatedly caught, because

they are unable to detect the adulteration and the consumer has to suffer.

In addition to this vicious out-and-out adulteration, there is another form, still essentially adulteration, and just as far beyond detection. We will call it substitution. To be more specific, cloves and clove-stems are quite alike, except that the stems lack the clove-oil, the flavoring material. A few ground stems, more or less, couldn't be detected in the ground spice, so in they go. In fact, the pure food laws of most states allow 5 per cent. of the ground stems, so none of the dealers who use them feel guilty about it. Sometimes the clove-oil is extracted and marketed as such, and the spent cloves are ground up and sold just as if nothing had happened to them. To detect this requires an extensive laboratory test that is beyond the ordinary retail dealer. The same thing is true in regard to nutmeg; in fact, of most of the spices.

Perhaps such adulteration is legal enough, but the Larkin Co. never has done business that way and doesn't intend to now. When we say cloves, we mean *cloves*. Stems are stems; we know it, and we don't mean to sell them to you as cloves, however impossible it might be for you to discover the fraud. Our whole line of spices is made up on the same principle.

Special pains are taken to see that our spices are absolutely pure and of the finest quality. They are purchased whole, from importers, by our spice expert, and ground under his personal direction. As whole goods cannot be adulterated, this is bound to insure the purity and quality we claim.

We feel confident that the high quality of the Larkin Spices will win for them a cordial reception in the homes of our customers.

Florentine Orris Root.

With the taste of our customers for dainty perfumes in mind, we have arranged to furnish Florentine Orris Root—a most refined odor.

Orris Root is the powdered root of the *Iris Florentina*, a native of Southern Europe. It develops the best perfume qualities down in Tuscany, whence our supply.



Tucked away in chests and drawers, it imparts a subtile and lasting perfume, faintly suggestive of violets, to linens, laces, gloves, lingerie, stationery, etc.

Florentine Orris Root is sold in a half-pound package, decorated with an exquisite design of iris flowers.

It may be used so, or the package opened and the powder made up into sachet-bags. Florentine Orris Root ½-lb. bottle, price 25 cents.

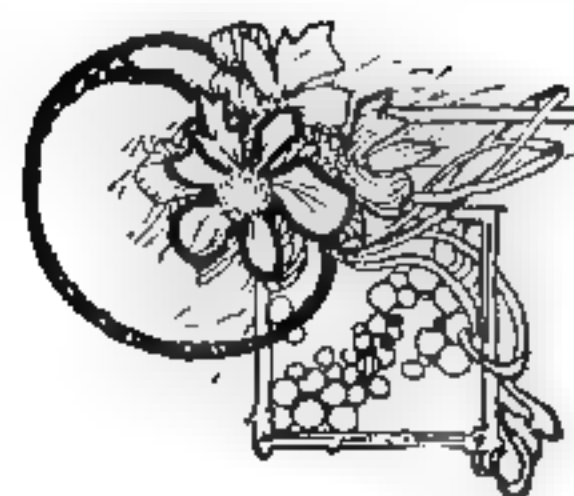
Larkin Prepared Food Products.

Larkin Concentrated Soups, Larkin Catsup, Larkin Pork and Beans with Tomato Sauce.

By placing these new food products on our order-blank, (and they are now subject to your call,) we have made ready to furnish the tables of our customers with prepared foods of characteristic Larkin merit and purity at Factory-to-Family prices.

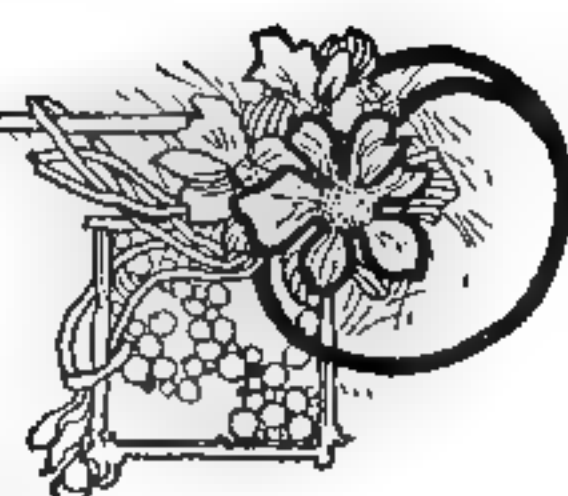
The convenience of having prepared foods on one's shelf need hardly be mentioned to the housewife. How they aid in helping to serve a meal, particularly when the time available for its preparation is limited, is clearly evident.

These food products are prepared with all the care and cleanliness the most fastidious housewife could exercise in her own kitchen. They are altogether pure and wholesome; they lighten housekeeping.



VAN ALDEN'S ROMANCE

BY KATHLEEN L. GREIG.



THE few people who knew, or thought they knew, the facts of the case agreed that in spite of his great cleverness Van Alden was a fool, and others began to suspect it.

Not that this in itself is anything so wonderful. Many a clever man has impressed those who knew him best, in the same way.

The remarkable part of it was that no one knew it better than Van Alden himself. Sometimes he fumed and raged over it by the hour; but that did not change matters or alter his feelings in the least. He thought it over and over, always to arrive at the same conclusion, and always ending with the same question, Was ever man such a fool? and the inevitable answer—Never!

Yet, after all, Van Alden's case was simple enough. So simple, in fact, that when a similar one comes to our notice we shrug our shoulders over the absurdity of it, and laugh, unless it chances to happen to you or me. Then it becomes a heart tragedy.

Van Alden was born poor, but to a character such as his that is but a trifling detail. His cheeks never burned with self-consciousness when he went to school in handed-down, patched blue jeans and sat beside other boys in new store clothes.

To him the present was unreal, chimerical; the future real, vivid. His eyes were always looking into the distance, seeing the light on far-off hills that he knew he would some day reach.

When he was twenty years old his father and mother were both dead, and the eyes that gazed into the future took on a wistful, lonely look. Then old Chesterman took him up.

Chesterman always was noted for knowing a good thing when he saw it. As the years went by he left the business more and more to the young man, until at last when the old man died, Van Alden found the great mining industry practically in his own hands, the widow, a timid, sad little woman, wholly dependent upon his advice, the only child, a girl of twenty, evidently in love with him, and himself desperately in love with her.

And on this part of the story hinges the foolishness of Van Alden. Anyone else would have grasped the extended hand of the fickle Goddess Fortuna with joy and gratitude, not stopping to ask questions. Not so Van Alden. When he was a little boy he always refused to take flowers from another's garden, thinking they might know, and be homesick. He always saw the side others did not see. It was his nature.

To Van Alden the scheme of existence meant work; the joy of living, the realization of having worked to some purpose; and supreme satisfaction meant the knowledge that one can create with his hands, and heart, and brain. He felt himself to be one of the mighty caravan of human souls that wander up and down the long paths of the world, finding their joy not in what they carry in the hands, but in what they hold in the heart.

But could the girl understand this, he asked himself. Would they not always walk with a wall of glass between them? Could one born, like the legendary princess, amid gold and silk and rose leaves ever share the exultation he felt in achievement—in work for work's

sake? Could she understand that it was not only the money, or the position or the homage of men that made work glorious to him, but a nameless something that could not be told by the lips?

He had tried sometimes to talk to her on the subject, but always floundered hopelessly. He went often to the house, but saw less of her as the days went by. Her mother explained that she "was so possessed by her room" that she spent most of her time there. Van Alden often

pictured that room to himself when he sat in his own little den dreaming in the twilight, listening to the twitter of the night birds in the dew-drenched lilac-bush under his window. He tried to imagine what it was like, and fancied he knew. Breathing deep the languorous fragrance of jasmine and lilac bloom, he closed his eyes to

see in his phantasy soft, satin-upholstered chairs, gilded and carved; delicately toned pictures, painted by dreamers of beautiful things in lands far away; rare cabinets of rococo design, exhaling the enervating beauty of the old luxurious days of France; shimmering hangings of satin and lace, such as might have swung back for the slight, proud figure of Marie Antoinette; and carvings rare and precious of ivory and sandalwood.

And then he thought of the home of his childhood; the heavy pieces of furniture, selected with an eye

to durability; the carpets with impossible flowers, chosen because the colors resisted the coaxing of the sunbeams; the plain, stout tables, and the other commonplace pieces. But, oh! the beauty they saw in them. They were not only so much wood and varnish to three pairs of adoring eyes. They were things with a soul in them. Each piece represented sacrifice, represented days of saving, days of anxious figuring, hours of fear lest some unforeseen event should brush away

the hard-earned little sum—the little pile of fairy gold that, like Aladdin's lamp, would grant a wish and make a dream come true. And then the red letter day when a piece was delivered. How they clustered about it! It was a part of them. Around it clung the imperishable charm that clings around that for which we have worked and

longed and hoped.

When those two scenes arose before Van Alden he drew a deep breath, like one who stands alone in a strange land with filled hands and an empty heart.

One day late in the springtime Van Alden went to the house to say good-bye to the family, who were going away for the summer. He found himself ushered into a room that was draped in its summer shroud of denim and brown linen. His hostess hurried down with the apology that the room wasn't fit to be in; in fact, the only inhabitable



"HE WENT TO SCHOOL IN PATCHED BLUE JEANS."

place in the house was her daughter's little drawing-room. As she spoke, a faint smile crept into her face.

"Come," she said, "we will go there. You shall see it."

As they ascended the broad stairway, Van Alden's heart beat a trifle faster than the exertion would warrant. When the door opened, he saw her sitting near the window, a drooping, lonely little figure, and he thought he saw a new look of pathetic wistfulness in her face.

He started forward, then stopped suddenly, and threw a wondering look around the room. Was this the room he had so often pictured in his lonely hours? On the floor lay a sensible rug. Good, substantial chairs and a familiar-looking table and cabinet stood about. Every piece in the room spoke of the desire of the designer to build the pieces on artistic, common-sense lines.

Van Alden was conscious of hearing a bell tinkling somewhere in the distance, of the appearance of a maid, and the hurried apology of his hostess before she hurried away. Then the two were alone in the little room that touched some hidden strings in his heart, as if he had heard the sweet old melody of a half-forgotten song of home. The

girl looked up and read his eyes. She belonged to those who find words the hardest mode of expression.

"You see," she said slowly, a faint color creeping into her face, and her eyes expressing the belief that it would be impossible to make him understand, "You see, it was like this. Once—not very long ago, I went through a great factory, and it was borne in upon me what a wonderful thing they were doing—

giving people a chance to taste the sweetness of getting things for themselves—through their own efforts—people who couldn't go out and work and find it out that way. And I—well, all I ever had just came to me, so I never saw the true beauty of it. It meant nothing to me beyond what it was in the material sense.



"THE GIRL LOOKED UP AND READ HIS EYES."

The day I stood in that factory, I felt that the promoters of the plan to give premiums such as they gave with their products meant more than helping the poor in purse. It meant helping those who vaguely feel that they have somehow missed the true joy of possession.

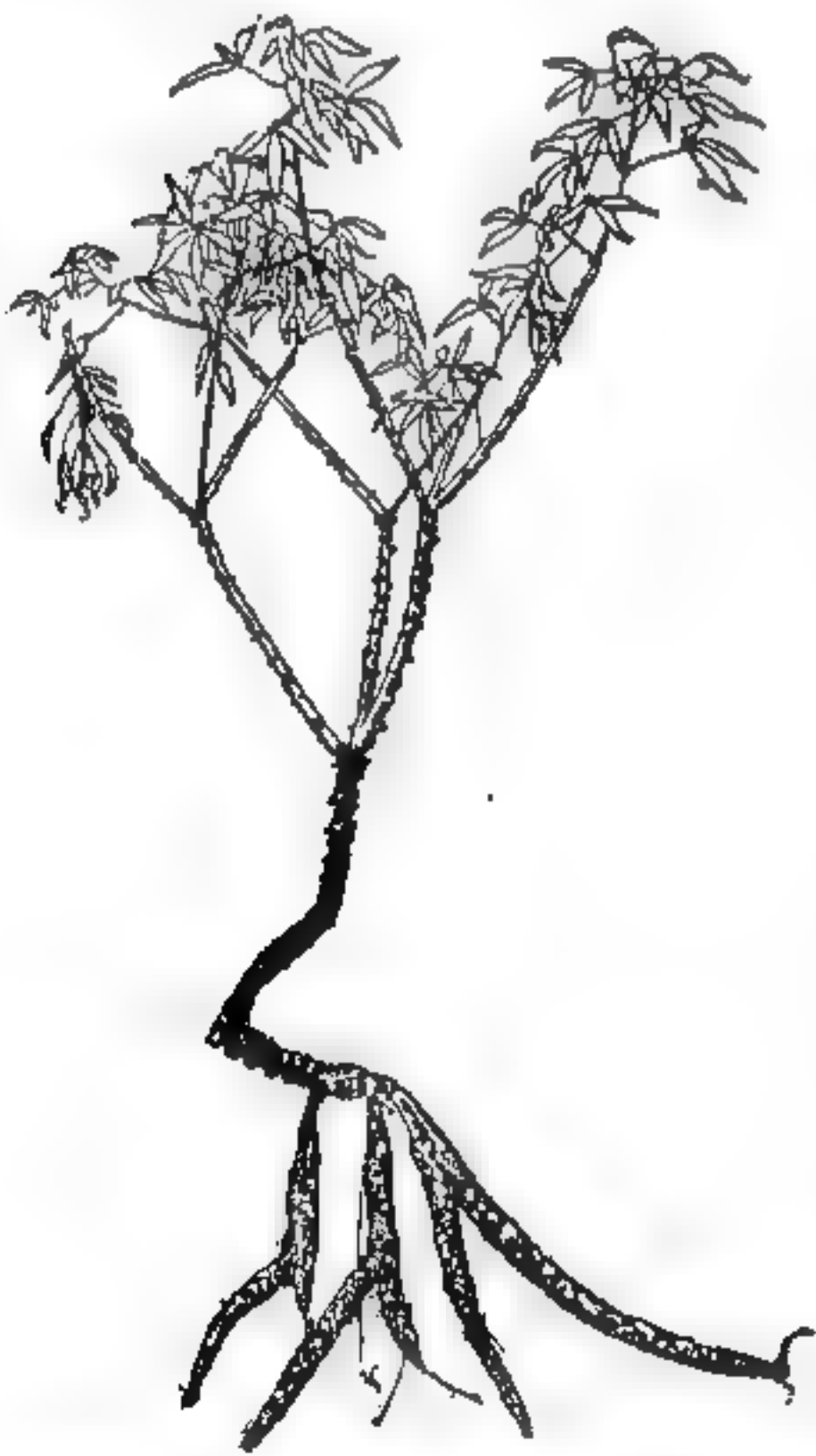
"One by one I got these things—they grew out of my own efforts—they mean something to me—I—" She broke off suddenly. Van Alden

was kneeling at her feet. Then all at once she understood, and laid her hand on his bowed head.

That night Van Alden again sat in his den dreaming—dreaming. He buried his face in his hands, intoxicating himself with the memory of the kiss, the promise, the touch upon his forehead. Such was the touch that knighted men in the days of the dead past and sent them into battle strong, glorified. Outside, the night rain fell softly on the drooping boughs; the fragrance of lilac bloom and jasmine flower crept into the open window. To Van Alden it seemed to be the sweetness of the golden lotus flowers that bloom in the moon-white gardens of Paradise.

Larkin Pearl Tapioca Ready.

Importation by the Larkin Co. is now extended to Tapioca, and we are ready to furnish this food product to our customers in an unusually fine grade.



Tapioca is prepared from the tubers of the cassava plant, a native of the East Indies and Brazil. Cassava is now grown successfully in all tropical countries, and to some extent in Florida; but the best tapioca comes from the East Indies. Larkin Pearl Tapioca is imported direct from the port of Singapore.

Tapioca consists almost wholly of starch, and because of this is of great value as a food. In addition, the starch of a clean and correctly prepared tapioca, like Larkin Pearl

Tapioca, is most easily digested and assimilated. The use of Tapioca is increasing as its great value as a food becomes more thoroughly known.

In the manufacture of Larkin Pearl Tapioca, the roots of the cassava plant are washed thoroughly to remove all dirt and grit, then carefully peeled, and washed again to eliminate any objectionable plant juices. The roots are then passed through a mill into which a stream of pure water is constantly flowing, making the pulp into a paste.

This paste is thoroughly mixed with water and conveyed to tanks where it is left to stand until the Tapioca, by this time of course very pasty, sinks to the bottom as starch does when submitted to the same treatment in the kitchen. What dirt may be left after the repeated washings, comes to the top, and the whole mass solidifies.

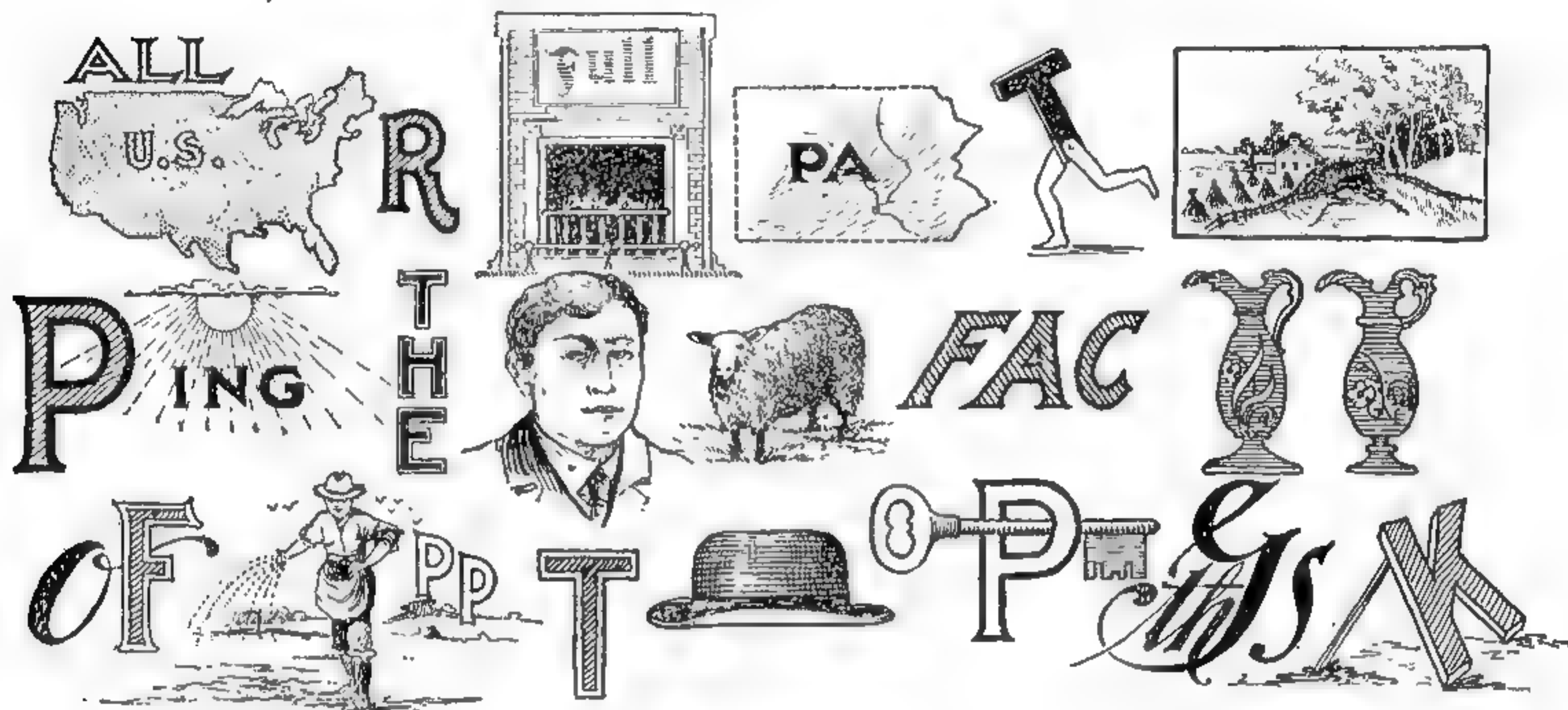
The white, pure Tapioca paste is then removed from the tanks and dried over slow fires. Then it is put into bags and shaken, which causes it to agglomerate into the small round balls known as Pearl Tapioca.

There should be but one quality of Tapioca, but carelessness and ignorance displayed in preparing and shipping it are responsible for the great quantity of inferior stuff sold these days as tapioca. If unclean water is used in the process, the resulting Tapioca is colored a disagreeable brown; if drying takes place too slowly, mold and bacterial growth result; if during shipment the Tapioca becomes damp, fermentation will take place, making it unfit to eat. Larkin Pearl Tapioca is of best quality, carefully made, white, clean and pure.

Price 1-lb. package, 8c.



1. Rebus.



2. Romboïd.

Across :—

1. Here are some books for us to read.
2. Sure good "World's Work" this boy doth need.
3. And here we get our turpentine.
4. Now see the sad effects of wine.
5. An enemy of both yours and mine.

Down :—

1. In "Smelling Salts" for fainting spells.

2. An ancient king,—the Bible tells.
3. And this, means to delineate.
4. Here comes an Arab Prince, in state.
5. And now some curves, write in this space.
6. And here, a foreign river trace.
7. This, means firm—See Webster's Book—
8. And this, behold, or see, or look.
9. The last is found in every nook.

To every boy or girl sending us the correct solution of Nos. 1 and 2 before August 15th, we will mail, free of charge, a fine linen handkerchief. Address Editor THE LARKIN IDEA.

The solutions will be published in THE LARKIN IDEA for September. Solutions will not be acknowledged by letter ; corrections or other alterations will not be permitted after solutions have been submitted.

Solutions to May Puzzles.

1. Rebus.

1. Induce your friends to use Larkin Products ;
Then statements that you make
About their first-class value,
They will corroborate.

2. Charade.

Vanilla.

3. Enigma.

Starch.



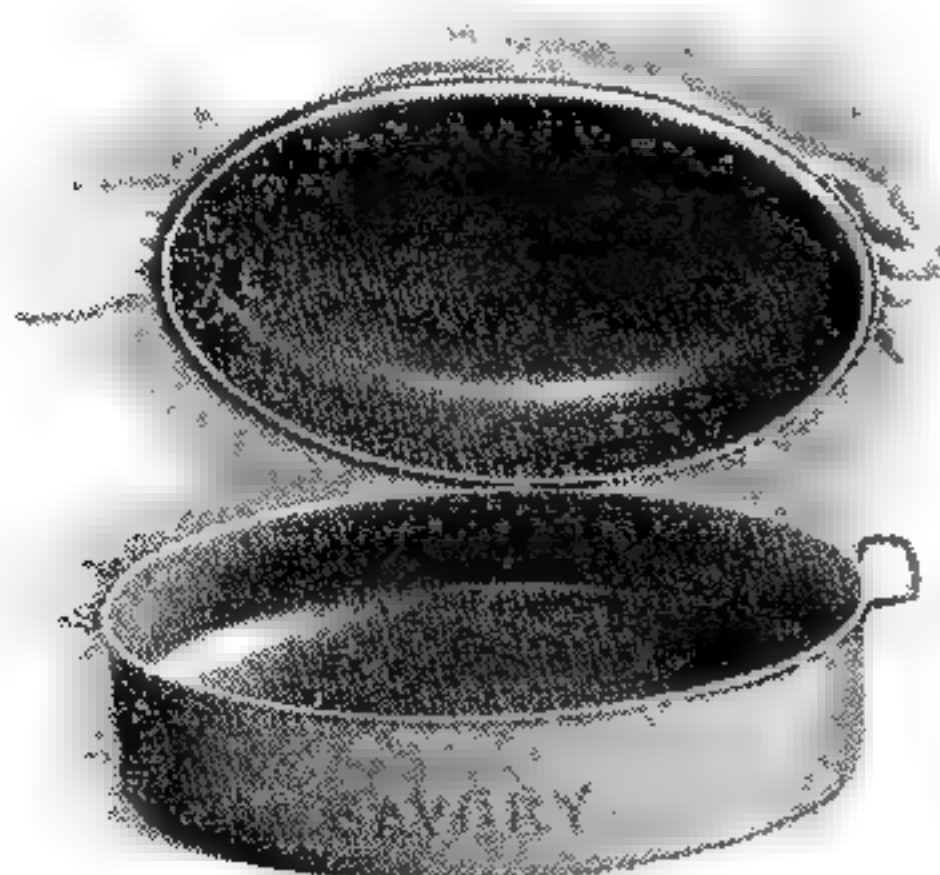
A HOUSEKEEPER found the last baking of cookies remained uneaten. As they were a kind of which the members of the family were especially fond, she tried to learn why. She decided that they had grown tired of them, and, instead of changing the formula, she changed the form of the cookies, making them square.

"How good these are!" was the general verdict, and quickly they disappeared.

Every housekeeper should bear this thought in mind, especially during the warm weather, when the appetite needs a little jogging. Change your menus. Introduce into your day's outlines something new. Use Larkin Gelatine and Larkin Tapioca as desserts; the Gelatine especially can be made into a variety of pleasing dishes.

Make a plain lemon jelly, using the recipe on the Gelatine package, and pour it over a quart of red raspberries. Served with whipped cream, a more delicious dessert could not be planned.

No kitchen equipment is complete

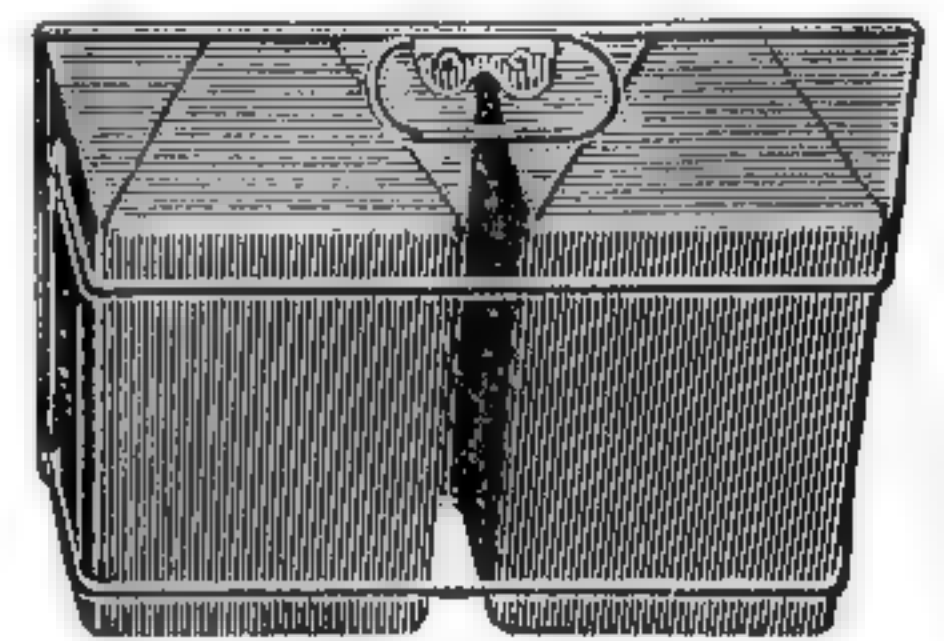


without a Savory Seamless Roaster

THE LARKIN Kitchen Laboratory.

and Double Bread Pan—both of which are given for one Certificate.

Roaster is made of Leechburg Blue Steel. Its great feature is the oval bottom, smooth as an egg, lowest at the center, to which the drip from the meat flows.



No dampers; the meat should be left alone until done. No water required. Size, $11\frac{1}{2} \times 17\frac{1}{2} \times 8\frac{1}{2}$ in.

Bread Pans have coppered wires underneath to prevent burning. Size, $9\frac{1}{2} \times 12 \times 3\frac{1}{4}$ in.

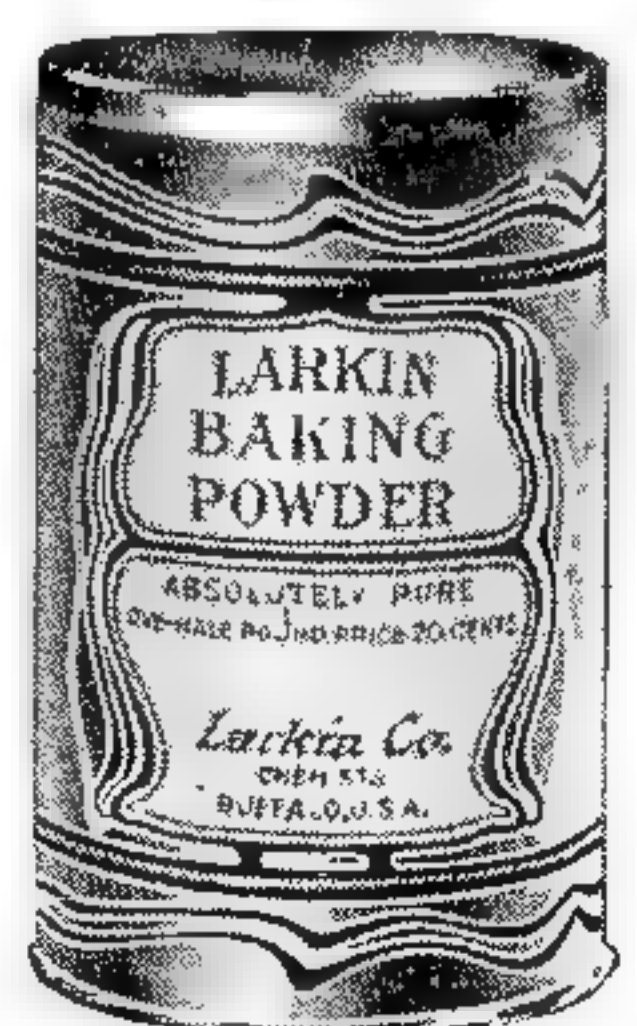
Larkin Cayenne Pepper sprinkled on shelves and blown into cracks will soon drive ants away.

Don't chop suet in a hot place.

Don't pierce meats while they are cooking.

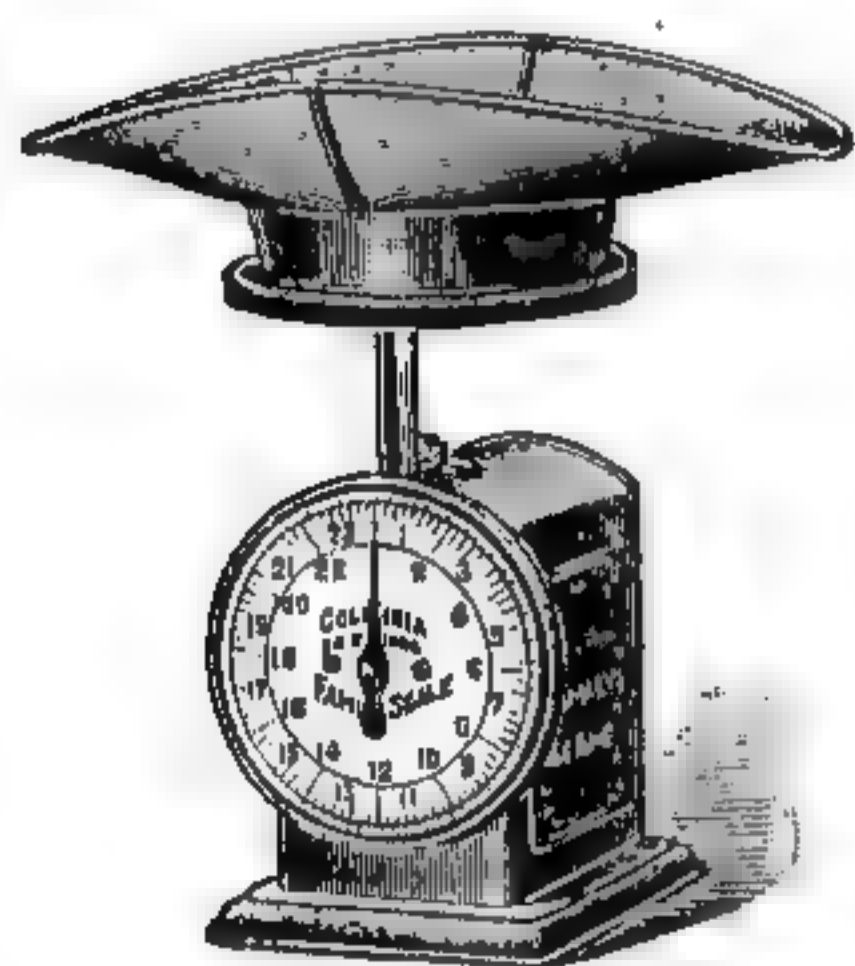
Don't boil green vegetables under a cover, for great heat destroys their color.

The purity, high leavening power and excellent keeping qualities of Larkin Baking Powder merit its use in every kitchen. Try it and you will have a lasting friend. As a result of manufacturing in larger quantities, to meet your collective demands, we are able to reduce the price to 20 cents a half-pound can.



Keep your kitchen free from flies; they are a positive menace to health. In fact, the exclusion of flies, mosquitoes and similar pests from the entire home is a matter of no trifling moment. It is questionable whether the fly poisons on the market are in keeping with modern hygienic provisions, for often the poisoned flies come in contact with our food; sticky fly-paper and the "shoe-fly" stick, combined with a careful screening of all doors and windows, will reduce this evil to a minimum.

In cooking, so many occasions arise for knowing the exact

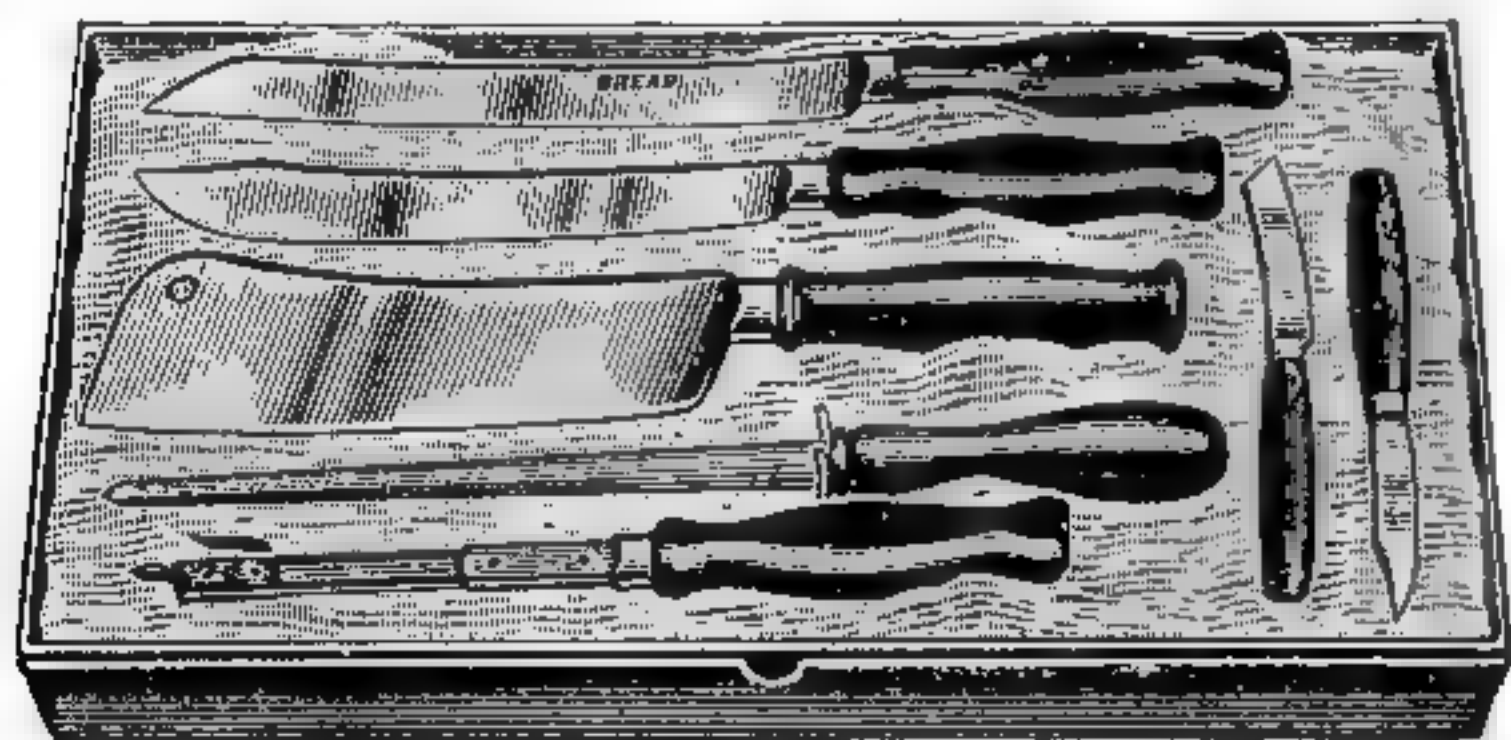


weight of different ingredients that a good scale is almost indispensable. The Columbia Family Scale, given for one Certificate, is made

entirely of sheet metal, with attractive clock-enamel finish. Dial is white, with gilt decorations. Easily regulated by brass screw.

In cleaning fruit jars, half fill them with hot water containing Larkin Soda. Put in a handful of small gravel and shake vigorously; then rinse well.

Send for our Kitchen Cutlery Set No. 1 and you'll wonder how you ever got along without it. The set



consists of 1 Bread Knife, 1 Meat Knife, 1 Cleaver, 1 Knife Sharpener, 1 Wood's Patent Can-opener and 2 Paring Knives.

All first-class hammered Steel, with ebonized-wood handles. An attractive outfit of great utility. In cloth-lined leatherette box. Given for one Certificate.

Tapioca Cream.

Soften three tablespoons of Larkin Pearl Tapioca in water overnight. Add to one quart of scalded milk, and cook until Tapioca is clear; stir in the yolks of three eggs, beaten light, with three fourths of a cup of sugar. Cook two or three minutes, salt and flavor with Larkin Cinnamon, Nutmeg, or one of our Flavoring Extracts. Pour into a deep dish, and cover with a meringue made from the whites of the eggs beaten stiff with one half-cup of powdered sugar. Brown in a slow oven and serve cold.

Vanilla Ice-Cream.

Soften two dessert spoons of Larkin Gelatine in one cup of milk. Scald the remainder of one quart of milk and pour over the Gelatine. Beat into the yolks of two eggs, one and a half cups of sugar, and add the beaten whites. When the scalded milk has cooled, add with one pint of cream to the eggs; also add one teaspoon of Larkin Vanilla Flavoring Extract, and one fourth teaspoon of salt. Freeze, and when frozen take out dasher, repack and allow to ripen two hours before serving.

Spice Cake.

Blend two cups of sugar with one cup of butter. Add the yolks of three eggs, and one cup of sour milk, in which one teaspoon of Larkin Soda has been dissolved. Add three cups of flour, two and one half teaspoons of Larkin Cinnamon, one half teaspoon Larkin Cloves, and the beaten whites of the eggs. One may add raisins, currants, citron, orange or lemon peel or Larkin Coconut to this formula in any desired proportion, with pleasing results.

THE LARKIN CLUB-OF-TEN.

WHAT A DOLLAR A MONTH WILL DO.
THE HIGHEST DEVELOPMENT OF THE LARKIN IDEA.

THE new Larkin Pure Food Products, advertised elsewhere in this issue, are commendable for that degree of excellence which characterizes all Larkin Products.

Secretaries will profit by telling their members about these new goods. The recent additions in Products and Premiums make conducting Clubs-of-Ten all the easier.

The new LARKIN PRODUCT Booklet—a good example of the printer's skill—is now ready. It is appropriately illustrated,

and contains a complete list and description of all Larkin Products.

Club-of-Ten secretaries will find it interesting and helpful, not only to themselves but to members as well. On receipt of a postal, we will mail, postpaid, any number of these booklets requested.

Mrs. Belle M. Harrison, of Marion, Kan., writes: "I want to tell Larkin friends about a new use I have found for Larkin Petroleum Jelly.

"If you have old bureau drawers that stick, take them out and carefully remove all dust with soft dry cloths; then with the fingers or a cloth rub Larkin Petroleum Jelly thoroughly on all places the drawer rubs against. The Jelly does not

soak into the wood, and it will remain a long time to oil the places. After this treatment, heavy drawers will run as if on rollers."

With the warm days come the pansies. If you planted the seed last fall, you have had a bounteous supply through all these weeks of summer. You know the story of the woman who gave of her pansies until her friends remonstrated, saying she would have none left. She replied that the more she plucked and gave, the more

grew. It is so with our hospitality; it is so with any good in our lives; the more we give, the more we

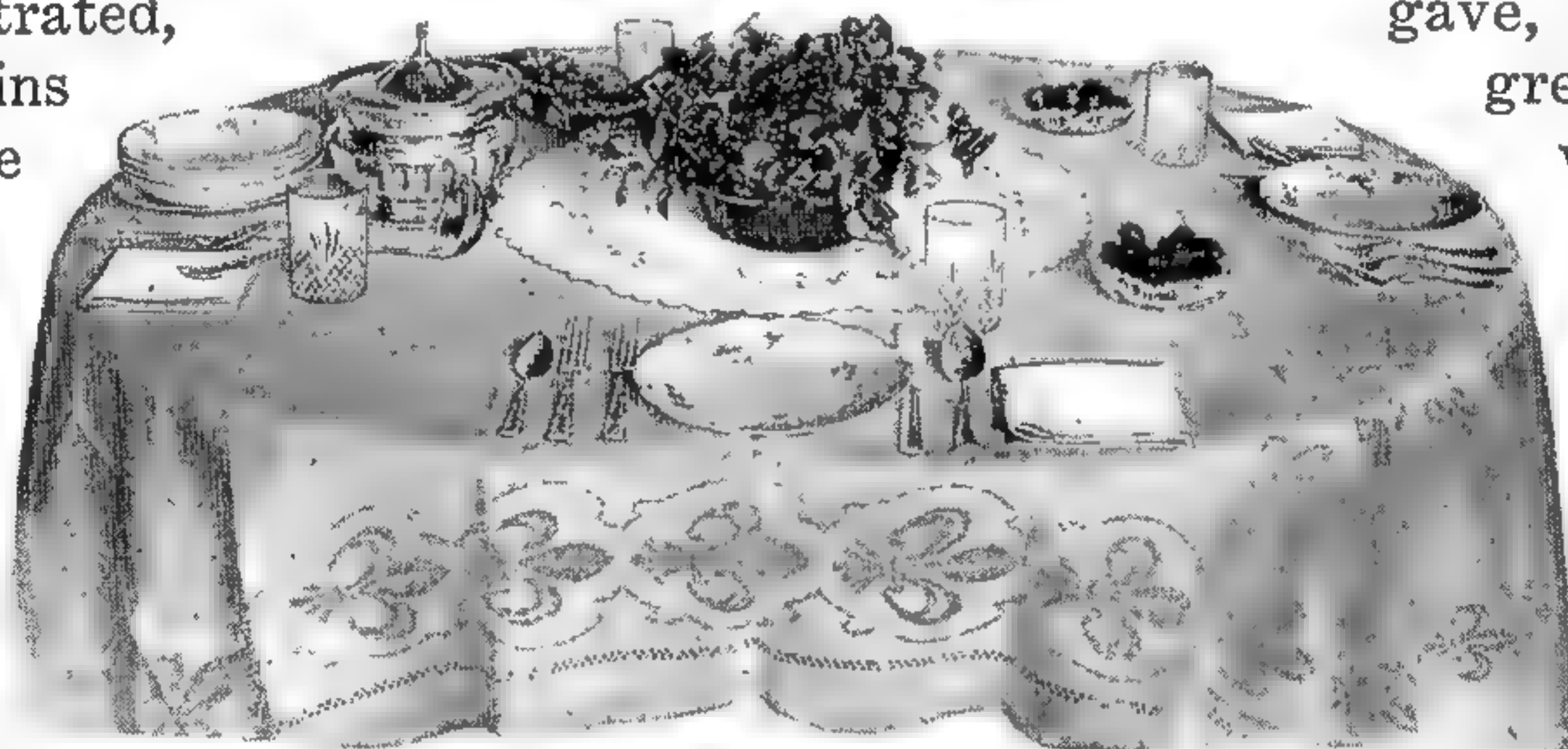


TABLE SET FOR A LARKIN CLUB-OF-TEN LUNCHEON.

gain. You know that in flower lore pansies are typical of thought, and we suggest for July decoration, not picking them but putting a number of plants, filled with blossoms, into a low dish or wicker basket.

This month's outline is for a dinner, which may be made simple or elaborate, at your discretion. We suggest that it be simple, for the simple dinner is the truest expression of hospitality.

Larkin Tomato Soup	
Olives	Radishes
Chicken en Casserole	
Corn Fritters	Rice
Cucumber and Radish Salad	
Currant Ice	Larkin Coffee
Saltines and Cheese	
	Wintergreen Creams

This menu will give much pleasure in its preparation. The chicken is prepared in the Guernsey Casserole that we are offering in the Guernsey Cooking Crockery set. Put into the casserole three tablespoons of butter, a small onion and half a carrot cut into thin slices. Cook ten minutes and add the chicken disjointed as for a fricassee. Brown, and cook for half an hour. Pour over the chicken one and one half cups of stock or boiling water, add the juice of half a lemon, and two bay leaves. Bake in a moderate oven an hour and a half. Season with salt and pepper, and add a can of mushrooms. Cook fifteen minutes longer, and serve en casserole. This dish will amply repay any added trouble it may seem to cause.

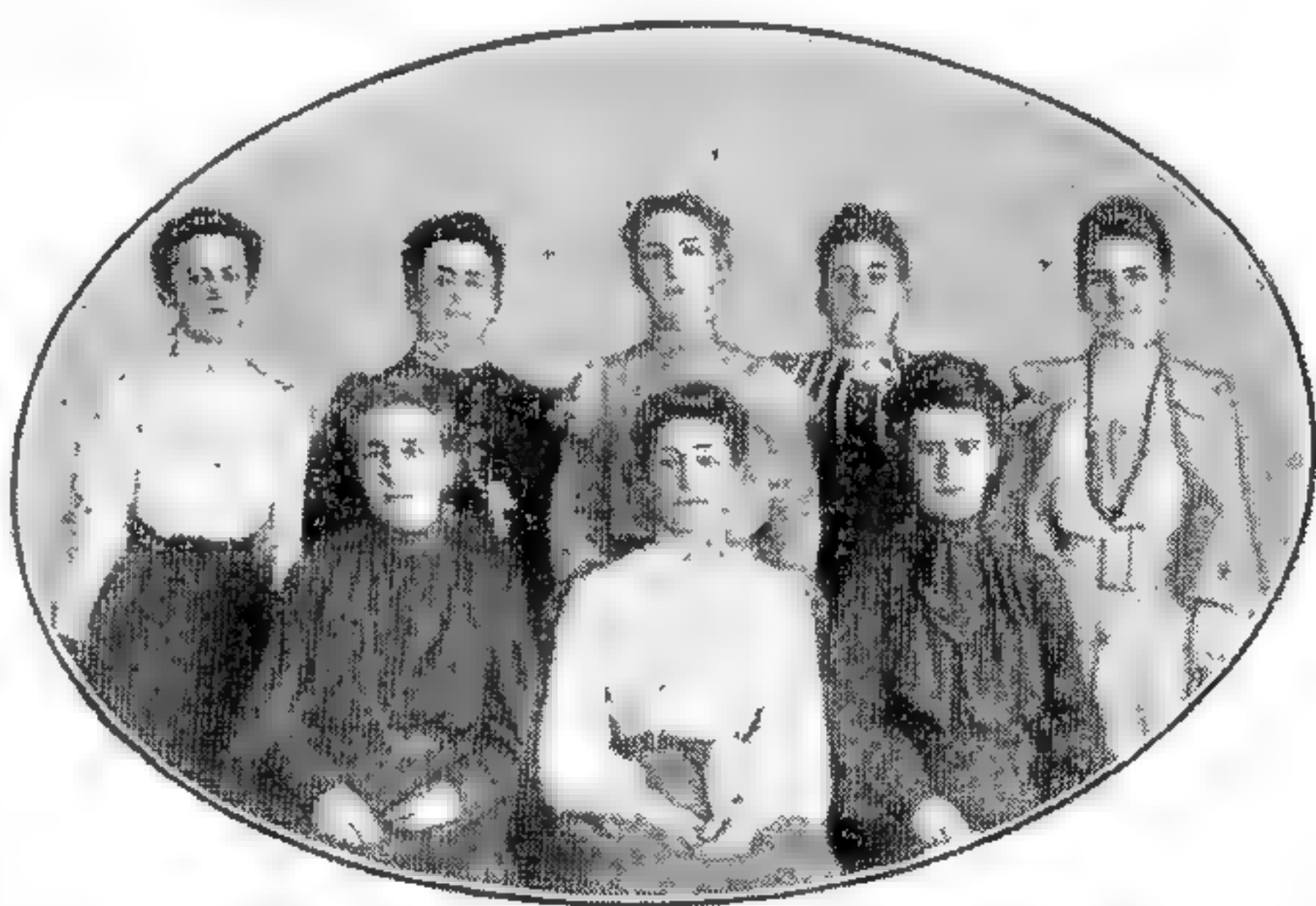
Serve rice with the chicken, instead of potato. If you do not already use rice as a vegetable, learn to use it so. Never serve rice and potato at the same meal, as the essential ingredients are nearly identical, and serving them at the same time produces an excess out of proper proportion. In cooking rice, do not put it into a double-boiler and cook slowly into a pasty mass; but, after cleansing it, throw it into rapidly boiling salted water and keep it boiling furiously for thirty minutes. Drain into a colander and place in the oven for a few minutes.

For the salad: Prepare the cucumbers by allowing them to stand in cold water for a half hour. Pare and dice, placing between cheese-cloth directly upon the ice. Prepare the radishes in like manner by simply washing and slicing before putting on ice; the same treatment is used for the lettuce. When ready to serve, mix a French dressing by using one tablespoon of Larkin Olive Oil, one teaspoon of salt, one eighth teaspoon of

paprika. Beat thoroughly and add slowly three tablespoons of vinegar; tarragon vinegar is best, if it is procurable. This lettuce salad makes a very pretty touch of color.

The currant ice in the dessert course is made after a formula that can be adapted to any fruit ice. Two cups of water with two cups of granulated sugar, boil until it strings, then cool. Into this put one quart of currants, stemmed and strained, but retaining the skins, and the juice of two oranges. Freeze very slowly. In fact, it is much better to pack this in the freezer and allow to stand a full hour before turning the dasher. To the less acid fruits, add lemon and orange in equal parts.

For the last course at this dinner, saltines with any preferred cheese, and wintergreen creams made by boiling two cups of sugar, two thirds of a cup of water. When boiling rapidly, put in one eighth teaspoon of cream of tartar. When the syrup strings, take from fire, add one teaspoon Larkin Wintergreen Flavoring Extract and beat until it begins to grain. Drop on waxed or buttered paper.



A LARKIN CLUB-OF-EIGHT.

MRS. JOHN L. PAINTER, SECY., LAWRENCE, MASS.

Several requests have been sent us by Club-of-Ten secretaries for a recipe for mayonnaise made with Larkin Olive Oil. The following has been thoroughly tested and will be found most pleasing:

Mayonnaise Dressing.

Into the yolks of two eggs, stir one half teaspoon of mustard, one teaspoon of salt, one eighth teaspoon of Larkin Cayenne Pepper. Blend well and into this beat very slowly one bottle of Larkin Olive Oil. When the mixture becomes too thick, thin with a few drops of lemon juice or vinegar. If a greater quantity of dressing is desired, another bottle of oil may be added alternating, as before, with a few drops of acid when it becomes too thick, as the yolks of two eggs will contain a full pint of oil. When finished, add one fourth cup of boiling water, which gives the dressing a very smooth flavor. The Larkin Olive Oil is of delightful flavor, full rich, nutty. Care should be taken to have the ingredients and utensils of the same temperature. They need NOT be icy cold, but cool. If the yolks curdle upon the introduction of the oil, take others and begin again—but be sure your eggs are entirely fresh.

When giving a luncheon to the members of your Club-of-Ten, it is a good plan to have some feature appropriately to suggest the Larkin Co. as a part of the decoration of your table—not a blaring advertisement; just a dainty little suggestion.

We have originated a centerpiece that we think suitable. It is made of muslin and is decorated with Larkin labels. Several designs are used and the various labels furnish an assortment of colors. These really artistic centerpieces lend much aid in the decoration of the table.

We will gladly send one of these handsome centerpieces to any customer about to give a Club-of-Ten entertainment, provided she will mail us a description of the entertainment after it has occurred.

The centerpieces are about twenty inches in diameter. Please state

whether you desire a round or square one. We prefer to have you give us an idea of the general scheme of your decorations, so that we can select an appropriate color and design. All requests must be received by us at least ten days before date of entertainment. Address

Larkin Co.

Club-of-Ten Dept. Buffalo, N. Y.

Larkin Florida Water.

The latest addition to the list of Larkin Toilet Articles is Larkin Florida Water. The sanative and invigorating effects of Larkin Florida Water make it most grateful as a toilet accessory.



It may be used as a toilet water or as a handkerchief perfume. As a toilet water, it imparts daintiness and refreshing properties to the bath. It destroys the odor of perspiration. It will be found particularly delightful during the heated season, for it relieves the skin of that chafed feeling, and invigorates it, refreshing the whole body.

As a handkerchief perfume, Florida Water has long been popular. Larkin Florida Water is refined and delightful—not offensively strong, but sweet and lingering. As a summer perfume, it is especially appropriate.

Larkin Florida Water is prepared, bottled, and labeled, with quality and daintiness in view, and we feel that you will vote us successful in our effort after our newest toilet preparation has reached your dressing-table.

In 4-oz. bottle, price 25 cents.

The Prize Photograph Contest.

In the Contest that closed June 15th, the following prizes were awarded:

Genre Subjects,
First Prize, \$2.00,
H. R. Simmons,
Columbus, N. Y.

Genre Subjects,
Second Prize, \$1.00,
Harry W. Ford,
Bound Brook, N. J.

Landscapes, First
Prize, \$2.00, Fred
J. Ursem, Cleve-
land, Ohio.

Landscapes, Sec-
ond Prize, \$1.00,
Eugene L. Root,
Meriden, Conn.



"WE LIKE LARKIN PREMIUMS."
Awarded Second Prize of \$1.00 for Genre
Subjects in June Contest.
Taken with our Chautauqua Camera by
Harry W. Ford, Bound Brook, N. J.

began a wholesale
"slaughter of the
innocents."

"Pressing the
button" and letting
someone else "do
the rest" was too
expensive, so I had
a friend teach me
the fundamental
principles of devel-
opment.

About the time I
was gaining a repu-
tation as a "kodak
fiend," I saw the
notice of a Photo.
Contest in THE LAR-
KIN IDEA and re-
solved to have a
Larkin Chautauqua
Camera; I was de-
lighted when I re-
ceived it.

You can imagine
my surprise when the first picture I
entered in the Larkin Contest received
second prize.

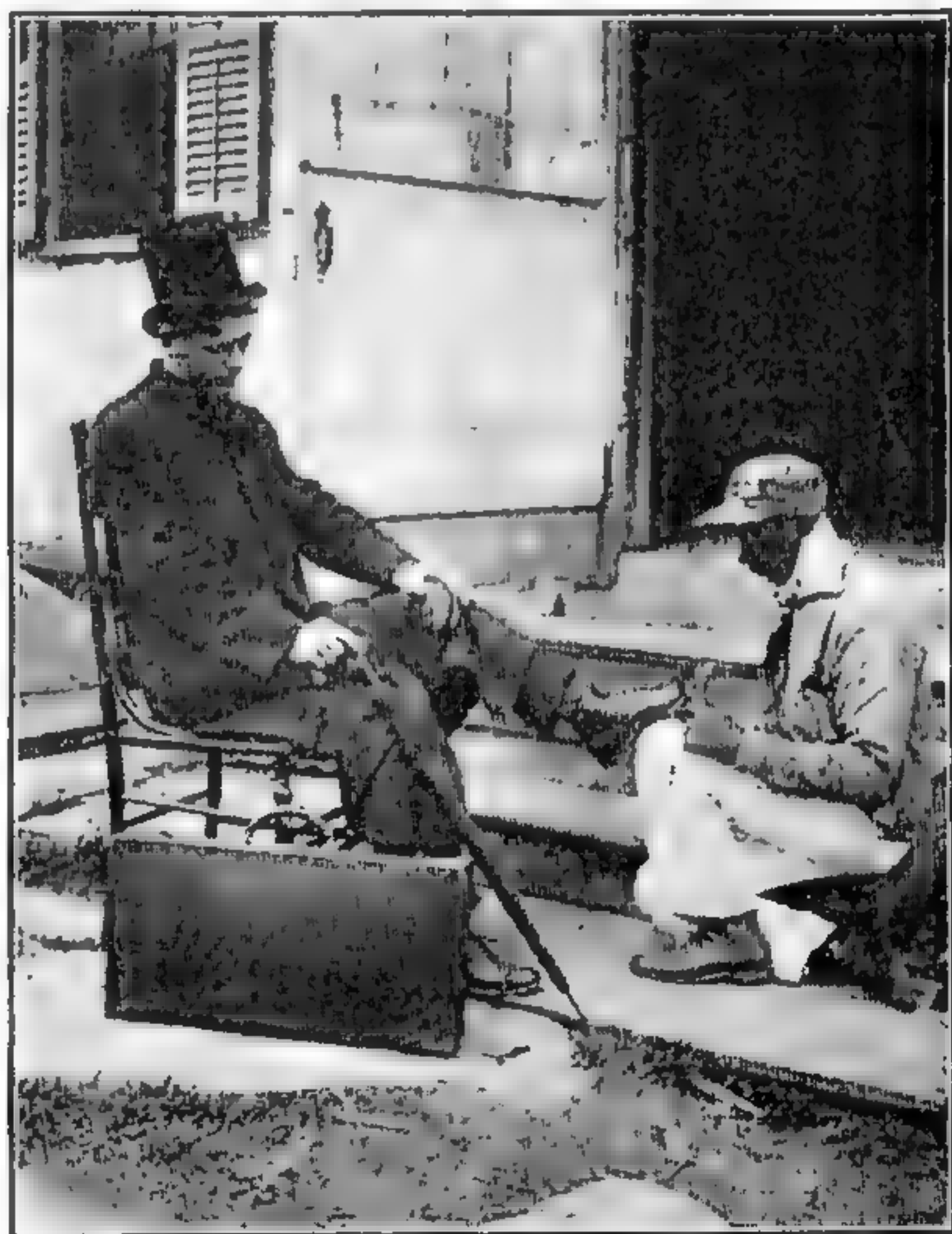


"THE WAYSIDE SHRINE."
Awarded First Prize of \$2.00 for Landscapes
June Contest.
Taken with our Chautauqua Camera by
Fred J. Ursem, Cleveland, Ohio.

How I Became an Amateur Photographer.

By M. A. YAUCH.

I was first interested in photog-
raphy by a friend's loaning me his
camera to take on my bicycle trip
into the country, and I was so elated
at the result of my first attempts
that I bought a film camera and



"GETTING A LARKIN SHINE."
Awarded First Prize of \$2.00 for Genre Subjects in
June Contest.
Taken with our Chautauqua Camera by
H. R. Simmons, Columbus, N. Y.

One day at the news-stand, I saw a Photo. Magazine that took my



eye and I subscribed for it. Of course that led to others, and now I find four or five none too many. My advice to all amateurs is to subscribe to at least one Photo. Mag-

azine that has a good print-criticism department.

Through the magazines I learned of many photo. contests, and when I thought I had a picture that stood a reasonable chance of taking a prize, I entered it in the contest. I am happy to say that quite a few of my prints have been published in the magazines and newspapers, for which I receive from one to five dollars. In this way I have not only won enough money to pay for my camera and all supplies, but I have a Larkin Chautauqua Camera 5 x 7 that I earned with the 4 x 5 by newspaper work, prizes, and by selling my work at home.

Now a point in closing: when you go on your vacation take your Larkin Camera and samples of your work with you, and when people see you can do good work, you will receive many orders for prints. In this way, you can more than pay expenses during your outing.

How Baking Powder Came To Be.

The primitive way of making bread was to soak the grain in water, subject it to pressure, and dry by means of artificial heat. This was the unleavened bread, most interesting to us because it was the Passover bread, and it is still used by the Jews during Passover week.

Leavened or fermented bread was probably first known to the Egyptians, from whom its use spread to the Greeks and later to the Romans, who diffused the knowledge far and

wide; it was made by reserving a portion of mixture in a state of fermentation, and inculcating it into new dough.

The next development of interest is the discovery by a German chemist, in the 17th century, of the yeast microbes and their rapid growth under proper conditions. This gave rise to the use of yeast for fermentation. Great care, skill, and patience are required to obtain proper results from the use of yeasts.

To obviate the necessity of awaiting the slow fermentation that is caused by the use of yeast, and to offset the loss of nutritive qualities in the bread, caused by decomposition during the process of fermentation, two celebrated professors, one at Harvard, the other in a German University, fifty years or so ago began simultaneously some experiments resulting in a powder known as "yeast powder" and from which the present baking powder is derived.

During the fifty years of the use of baking powder, by which means the source of the leavening is introduced directly into the mixture, instead of waiting the slower process of fermentation, many formulas have been used. One of the great disadvantages of most of them is the fact that the action of the acid used to liberate the gas from the soda is instantaneous, and much of the gas is dissipated before reaching the oven. The acid substance used in Larkin Baking Powder does not liberate this gas by simple contact in the cold, and hence is one of the best used in cooking.

Another point is that many baking powders leave a harmful residue in the bread. It is well to purchase a baking powder from a firm in which you can have absolute faith and confidence; such a firm those who have dealt with Larkin Co. know them to be.



THE LARKIN BOYS' SYMPOSIUM

CONDUCTED BY BORAXINE



FOR those of you who do not already know how, the thing to do is to learn to swim, and there'll never be a better time than this summer. The water is warm enough now, and if you set about it with a little determination, you will be good swimmers before I have a chance to talk to you again. Swimming is not a difficult art for bright chaps like you, and I am sure you would find little trouble in mastering it.

Before you try to swim or attempt a stroke accustom yourselves to the

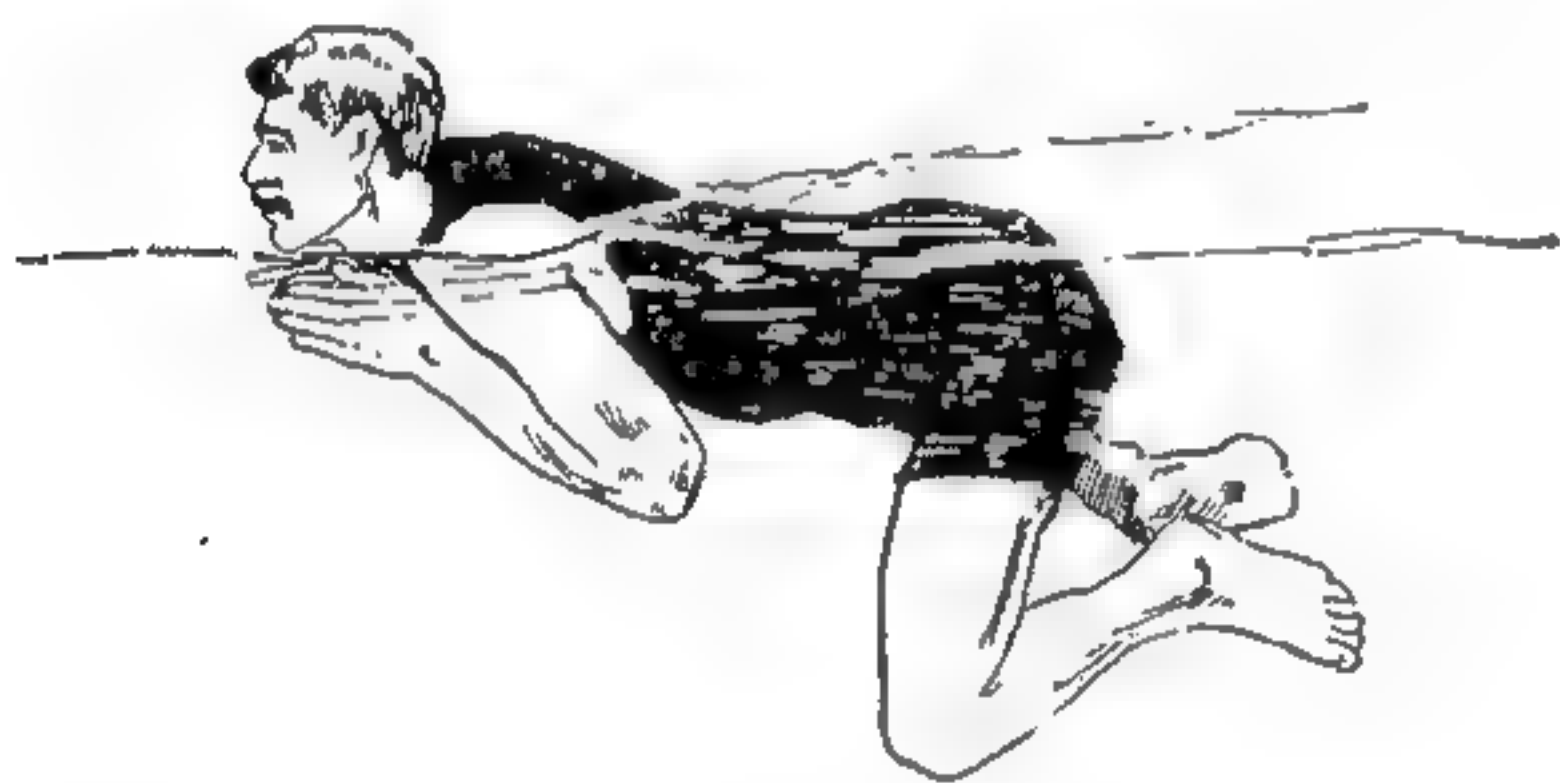


FIG. 1.

water. Go in first to your knees; then, to your waist; finally, to your neck. Then stoop until you are entirely submerged. Remain under the water at first for a second only. If the water hurts your nostrils close your nose with your thumb and finger—but do not let this become a habit. Open your eyes under water. Gradually accustom them to see in the curious filtered light beneath the surface. A few experiments in water shoulder-deep will put you on friendly terms with it, and you will be ready to learn swimming.

There are a variety of strokes, but the proper one for beginners to attempt first is the breast stroke. Wade out until the water is up to your chest; face the shore and assume the position illustrated in Fig. 1.

Keep your fingers together. Shoot your hands and arms straight out in front of you and your legs back; as you have often seen a frog do. This will bring your body into the position of Fig. 2.

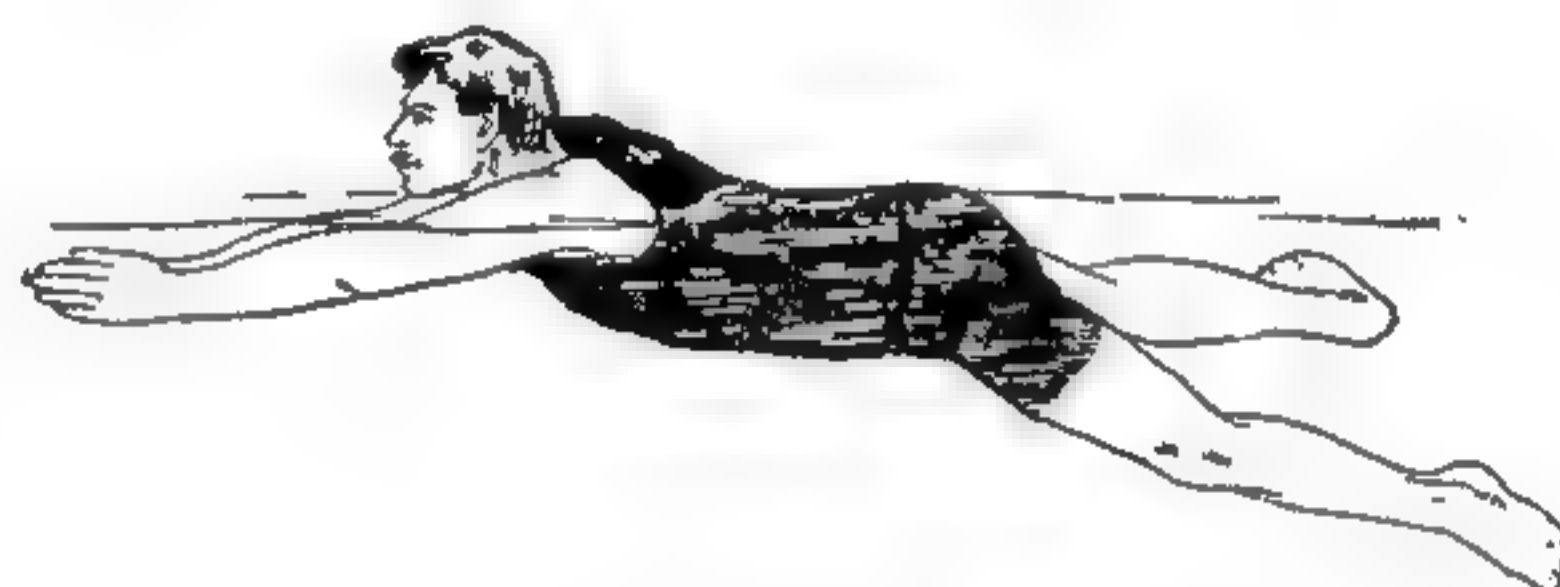


FIG. 2.

Now turn the palms of the hands flat, lying almost horizontal to the surface, and make a semicircular sweep to the position of Fig. 3.

This completes the stroke, and you are ready to strike out again.

You can practise this stroke at home lying over a bench, as indicated in Fig. 4. Pay particular attention to the leg movements, as they are hardest to learn. After you have mastered the breast stroke, you will be fitted to acquire the more difficult strokes with little effort.

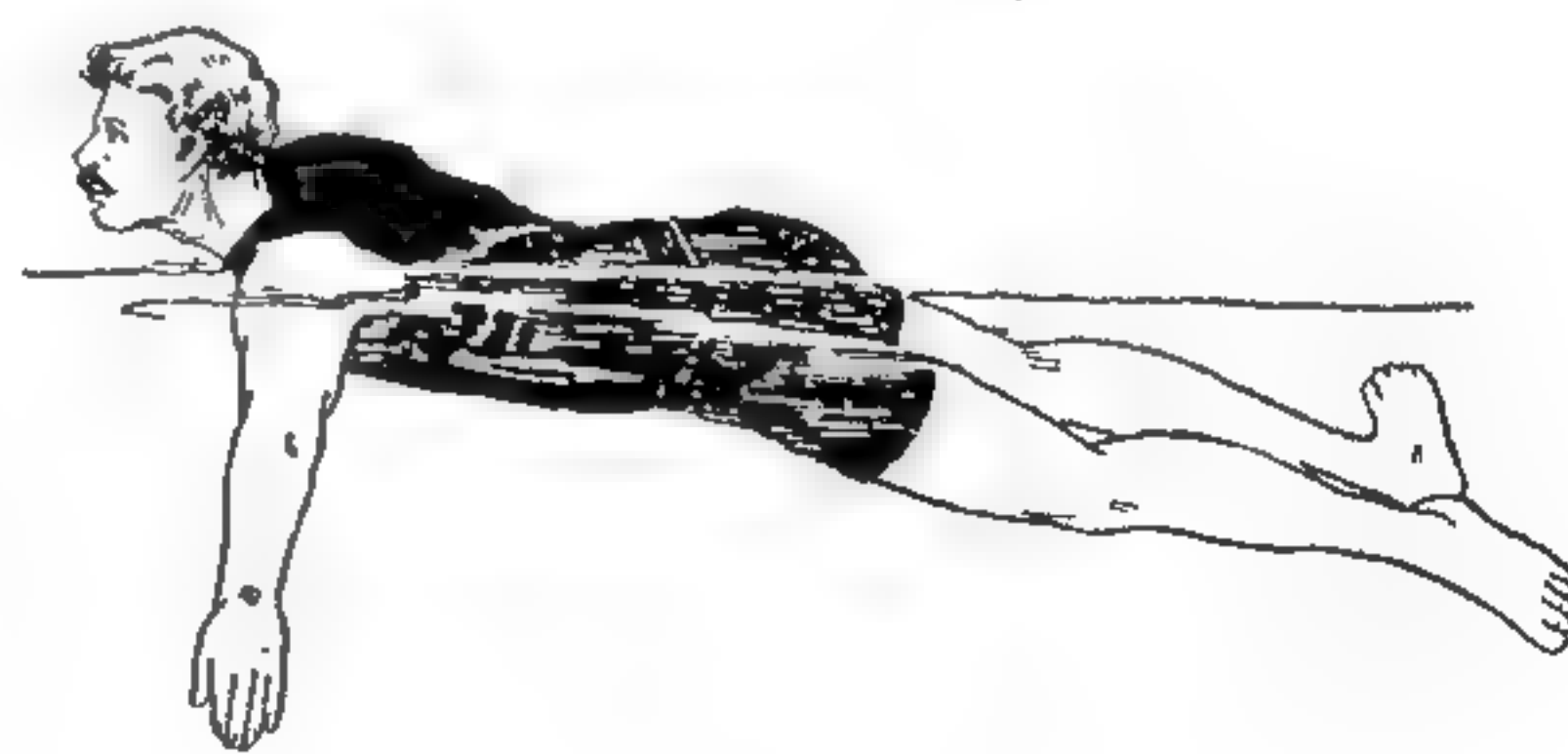


FIG. 3.

Besides the fact that I want you all to know how to swim,—everybody should master this art—I had another reason for making these suggestions. It is this: let the summer of 1905 stand for something.

Don't idle your time away. Do something. Learn something. Take care of the business you are doing for Larkin Co. Increase it if you can, and then have as much manly fun as you can possibly crowd into your

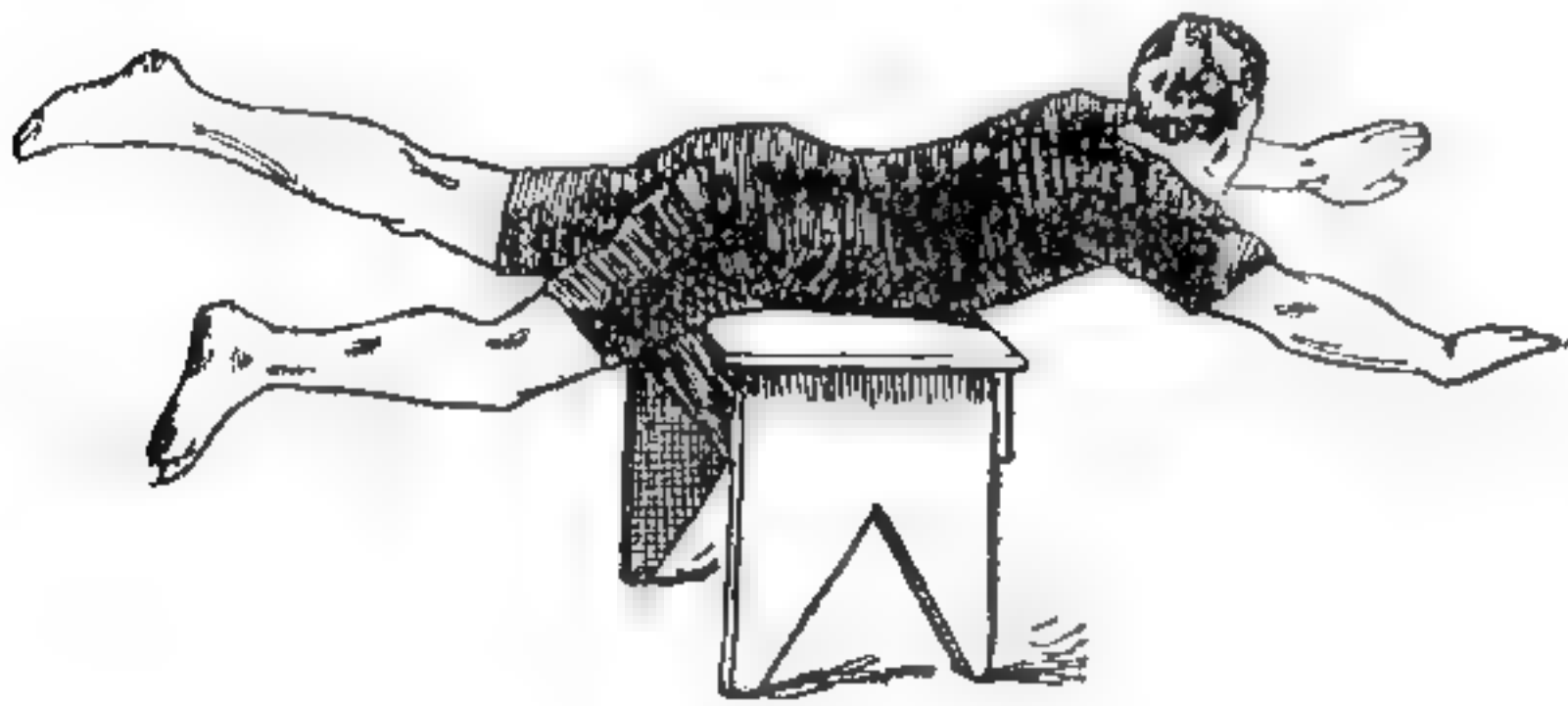


FIG. 4.

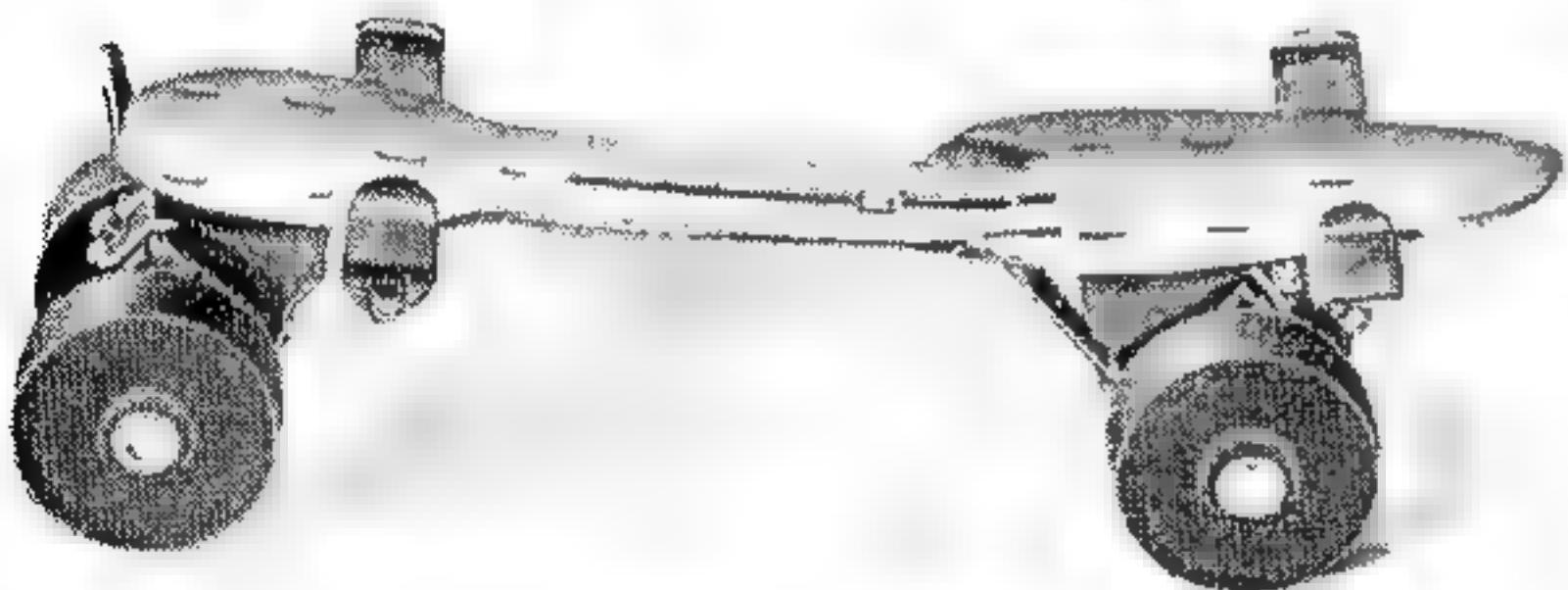
vacation months. If you follow these suggestions, you will always look back on the summer of 1905 as one of the best of your life. Take my word for it. I've been a boy and I know.

He is Worthy of Praise.

Mrs. G. A. Litchfield, Dorchester, Mass., writes: "My six-year old son is about to begin his second soap order, and would like to have your latest Premium List, and a list of your newest Products. He enjoys the Desk he earned last year, and hopes soon to ride in his Automobile. Isn't he as young as any of your premium-earners? He got his order in a week, without any help."

Roller Skates.

Pair given for one Certificate.



No. 21. MEN'S ALL-CLAMP.
SIZES 8½ TO 11½.

Extension Roller Skates with four hemacite rolls. All metal parts are made of best cold-rolled Swedish steel. Trucks are oscillating, with best rubber cushions.

Jim.

BY LOUISE WILCOX BARTON.

Us boys all went to school and we
Had good hull clothes an' homes,
you see;

An' all had pas an' mas—but him,
That orfin boy, we knew as Jim.

Sometimes we'd laff an' nudge
when he

W'd come to school all raggedy;
An' yet his face was bright an' clean.
My! Weren't we boys just bad and
mean?

Our teacher was a jolly chap;
Went in fer games an' all like that.
His wedding day was comin' nigh,
An' we boys says "A gift we'll buy."

So we just got a quarter each,
An' Billy Jones prepared a speech
About our love. We left out Jim.
(We thought, "No need of askin'
him.")

Well, on the teacher's wedding day
Jim went along, an' golly! say,
Inside, among the presents there
Was stood a dandy Morris Chair.

"From Jim," 'twas marked, an' by
an' by

The teacher came with shinin' eye,
And thanked us all; then turned to Jim
An'—"How'd you do it?" asked of
him.

"Just sold some Larkin Soaps," he
said,

A-lookin' down an' turnin' red,
The teacher's voice was kind o' thick,
An' he said, "Jimmy, you're a
brick!"

Now, wasn't he? 'Tis easy quite
A speech about your love to write,
An' ask your parents for the dough;
But Jim had *proved* his love, you
know.

He might have had a crispy V
To spend himself, but no, not he!
An' now we boys all understand
That 't ain't the clothes that make
the man.



Camp-Fire and Camp Supplies.

Now for the camp-fire.

"Oh, that's easy," you say; "any-one knows how to build a fire."

Yes, but every one does not know how to build the right kind of a camp-fire. A tenderfoot will build a fire large enough to roast an ox and burn everything up, himself included.

The following plan will be found a good one: cut two logs six feet long and eight inches thick, and lay them about seven inches apart at one end and four inches at the other. Level off the logs on the upper sides so the pots and pans will stand evenly on them. Next, drive a forked stake at each end of the space between the logs and lay a pole, two or three inches thick, across on the forks, for hanging kettles, etc. Start the fire with small dry wood or dry hemlock bark. See that you have a good even fire from end to end; then keep it up with small clean pieces of wood such as birch, hickory, maple or beech. These pieces should not be too large, and if split they burn better.

If you are camping in the vicinity of a lake where flat stones can be procured, they may be substituted for the logs, although care must be taken to place the stones just right; otherwise, your range or stove will collapse at a most inopportune time and spill everything.

It might be well right here to give you a list of the necessary supplies:

Bacon,	Salt,
Cornmeal,	Pepper,
Sugar,	Lemons,
Beans,	Rice,
Wheat Flour,	Tea,
Hardtack,	Coffee,
Crackers or Bread,	Sweet Chocolate.

Milk, butter, potatoes and eggs can be procured from the nearest farmhouse.

If you are preparing for a permanent camp, or if your transportation facilities are good, the above list may be increased by the addition of Larkin Pork and Beans and cans of Larkin Concentrated Soups. These things will be appreciated in camp, because of their palatable and highly nutritive qualities, and because of the ease and quickness with which they are prepared.

Assuming that most of you boys have had little experience in cooking, I am going to offer a few recipes that you will find helpful in preparing your meals.

To cook bacon at camp, cut the bacon into thin slices, trimming off the rind closely, and put into the frying-pan that has been already heated. Certain brands of bacon require no freshening; if the brand you have is too salty, freshen by putting it into the frying-pan in cold water, sufficient to cover. Allow the water to come to a boil, drain and fry until brown.

If with this you desire fried eggs, pour off a part of the fat from the pan and break the desired number of eggs into the remainder, being careful that the fat is not too hot, as the albumen of the eggs will coagulate too quickly and become undigestible.

Fried Potatoes.

Pare and slice the potatoes. Into the frying-pan put some of the fat saved from the bacon, and allow to heat. Turn in the potatoes and cover. Cook for half an hour over a moderate fire, and season with salt and pepper.

Boiled Potatoes.

Cut the potatoes into small pieces and cook in the kettle. A nice way to serve them will be to pour off the water in which they are boiled, cover with milk, let come to a boil and thicken with flour that has been moistened in either water or milk. Add butter, salt and pepper.

Roast Eggs.

A good way to cook eggs is to wrap them in some brown paper that has been saturated (filled so that it will hold no more) with cold water. Bury the eggs in the coals and when the paper is dried, the eggs are sufficiently cooked.

Rice.

To cook rice, allow four times as much water as rice. Have the water boiling furiously when the rice is thrown in. Keep up a vigorous fire, and cook the rice half an hour. At the end of that time pour off the water, and dry the rice by allowing the water to evaporate.

Corn Bread.

Into the pail put a pint of water, and bring to a boil. Add one teaspoon of salt and two of sugar. Stir in corn meal enough to make a stiff mush. Cook a few minutes, then pour into the greased frying-pan, and set into a bed of coals. Bake about forty minutes.

Measurements cannot be given exactly in camp recipes, because appetite and the number of people vary so widely. It is safe to allow very generous portions, however, for what whets the appetite like a day in the air and the exercise of canoeing?

Everything points toward a bully good summer for camping, and now that school is over I hope you will all have the opportunity to go.

Don't forget the prize contest for a camping story, with a Stevens Rifle as first prize. Your story must be genuine, and to be that you must have personal experience.

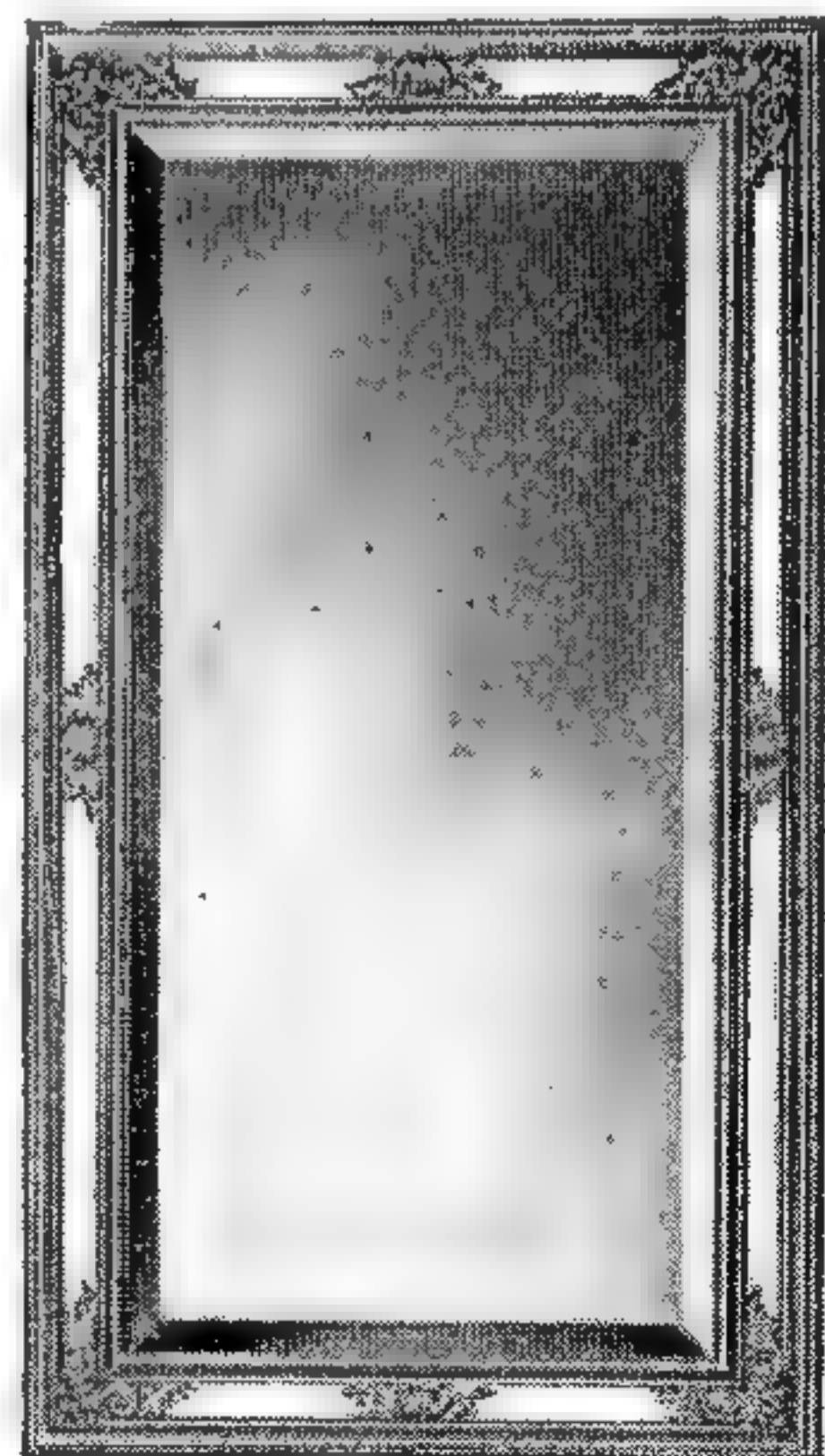
The prizes are not the only inducement for a camp; but just think of the fun, the good times hunting and fishing, the fresh air and learning how to make camp, build fires, cook, etc.

Then when you sit around the fire winter evenings, you and Fred and Harry will recall some interesting incident and soon all the good times will be gone over; and later on plan for the next season.

Some Mirror Reflections.

BY MRS. W. S. BULL.

In furnishing our homes, the hall usually receives the least attention, probably because we are apt to regard it merely as a passageway to the parlor and living-rooms of the house. And yet, like the first step, it is the first impression that counts. If the hall looks dark and narrow and but scantily furnished, the first impression, for everyone who crosses



the threshold, will be an unfavorable one. This cheerless aspect can easily be remedied by the slight effort required to obtain five Certificates.

If you have but one piece of furniture in your hall, and that a Hall Rack, you will be surprised to find how the effect of width for the passageway can be produced by hanging on the opposite wall a Larkin Pier Glass. This clear and brilliant Mirror, whether rectangular or oval, will not only give the effect of more space, but by reflecting whatever light comes into the hall, will aid greatly in brightening up this oft neglected passageway.

In fact, one of the beautiful beveled Mirrors, with its richly gilded frame of Florentine design, is a welcome addition to any room. A rectangular one hung between two windows draped with Nottingham or Irish Point Lace Curtains, or an Oval Mirror hung crosswise over a mantel, or Library Bookcase (given for seven Certificates), with a pair of Larkin Silver-plated Candlesticks finished in the new French gray style, or Bronze Mantel Ornaments Don Cæsar and Don Juan flanking it on each side, will impart an air of luxury to the parlor or living-room that must be possessed to be fully appreciated.

A Larkin Pier Glass is not to be regarded solely as a luxury, but also, in the strictest sense of the term, as a necessity; for what else besides so clear and perfect a looking-glass will give us the power "to see ourselves as others see us"? Every sleeping-room, especially if occupied by two persons, should have an extra mirror. It may be impractical, owing to the plan of the room, to place the bureau with its looking-glass in the best light; but the Pier Glass, being hung from the wall, adapts itself more readily to one's

requirements. Hang it, if possible, in a good even light, so that you can not only see both sides of your head in arranging your hair, but the fit of waist or hang of skirt as well. It is certainly far better to be told by one's mirror, in the privacy of one's own room, of little defects in dress or appearance, than to receive the same information from even the most well meaning of friends, after one has stepped out into the highways and byways of this work-a-day world.

When Lucy Ellen Smiles.

BY UNCLE HIRAM.

When Lucy Ellen smiles, one thinks
Of gardens where sweet flowers
grow.
Her cheek's a rose; her lips are
pinks;
Her eyes, twin pansies, just ablow.
And over them her tresses shed
The glamour of the summer sun,
Such as lights up the garden-bed
Where grow these posies, every one.
And as she smiles, her lips disclose
Such pearls as by the isles of
Greece
The diver finds, where coral grows—
She uses Larkin Dentifrice.

We've Plenty More for Other Girls.

Mrs. Ed Bearry, Sparrows Point, Md., writes: "Here is a picture of



my two little girls. They are very proud of their dolls, carriages and doll furniture received from Larkin Co."

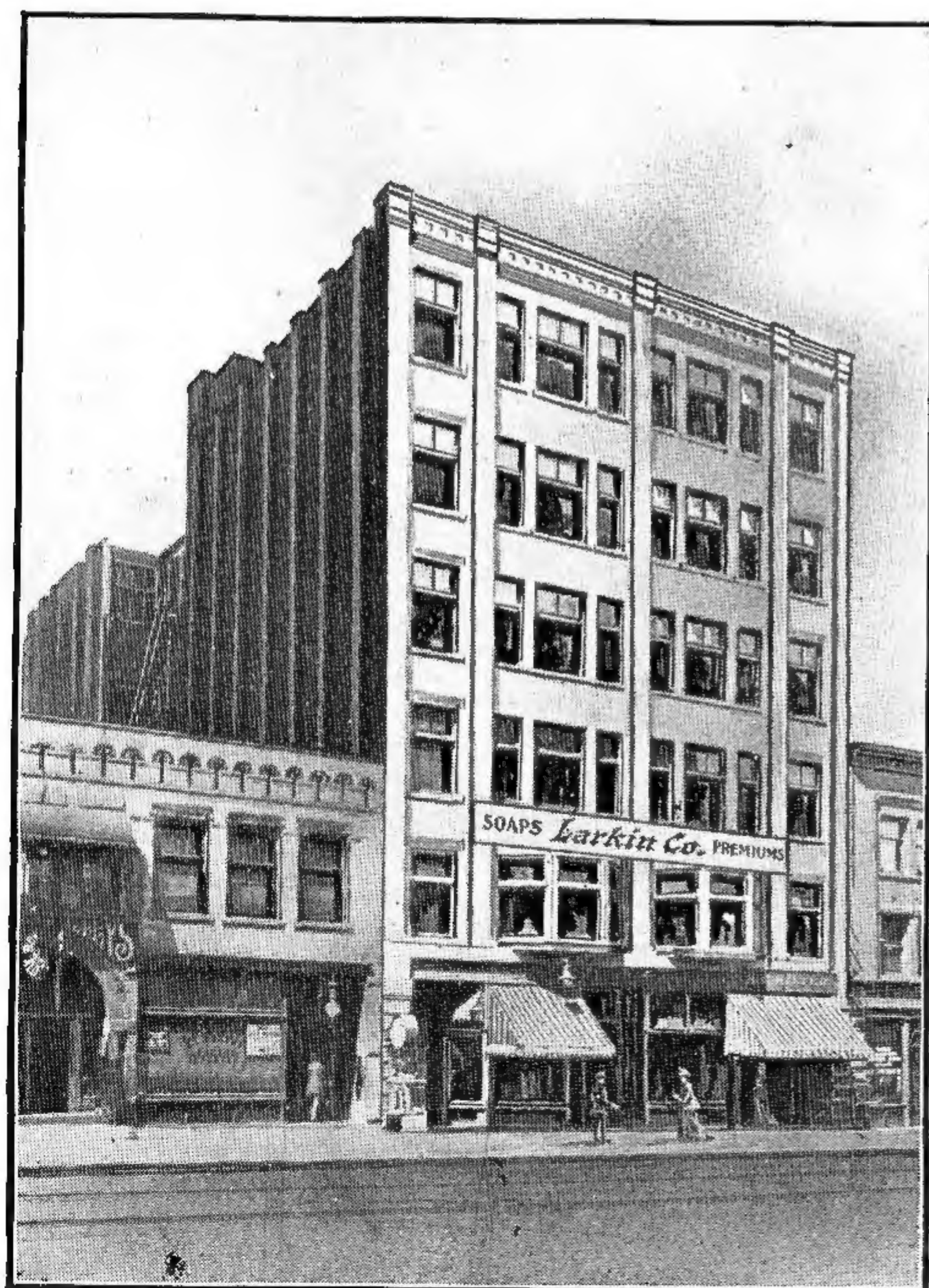
New Larkin Showroom in Cleveland.

A permanent Showroom for Larkin Products and Premiums will be opened in Cleveland, Ohio, on or about July 10th, in the Britton Building, 264-268 Erie St.

The Larkin Products and over 800 Premiums will be displayed, and courteous attendants from Buffalo will be on hand to answer questions and explain every phase of the Larkin Idea.

Arrangements for the comfort of visitors have not been omitted in the plans for the Showroom. We wish our friends and customers in Cleveland and vicinity to make themselves perfectly at home there.

Remember the address, 264-268 Erie St.



LARKIN CLEVELAND SHOWROOM
264-268 ERIE STREET.

Two More Home Remedies.

To our list of household remedies, available at Factory-to-Family prices, we have added two others—Larkin Spirit of Camphor and Larkin Sweet Oil.

Larkin Spirit of Camphor, composed of pure cologne spirit and genuine, natural camphor gum, is of unusual strength.

Camphor is a time-honored home remedy that has brought relief and comfort to thousands and thousands of sufferers. A home is ill equipped without it.

Spirit of Camphor is valuable as a sedative in cases of nervous headache, if inhaled, and is useful in faintness. It calms, soothes and comforts; allays pain.

Spirit of Camphor is beneficial in cases of asthma, cold and spasmodic cough, and effective as a liniment for chilblains, rheumatism, neuralgia, gouty pains, in inflammation resulting from sprains and bruises, and as an application for insect bites. Price, 4-oz. bottle, 25c.

Larkin Sweet Oil is a valuable internal and external remedy. Taken internally, it acts as a mild laxative and mitigates the action of poisonous substances taken into the stomach. Applied externally, it is useful in relaxing the skin and sheathing irritated surfaces from the action of the air. Larkin Sweet Oil will be found a grateful dressing for burns, scalds, abrasions and bruises of the skin. Larkin Sweet Oil, 4-oz. bottle, price 20c.



Woman's Sphere.

BY ELLEN M. TAYLOR.

She said she'd be a poetess,
And morning, noon and night
Spring poems by the dozen
She'd endlessly indite.

Alas ! her budding genius
Was chilled by heartless men,
Who wouldn't buy her poems,
But sent them back again.

She said she'd be an artist
And go upon the stage ;
Her hats should set the fashion ;
Her "photos" be the rage.

She met and loved a tailor,
And straightway they were wed ;
Her home absorbed completely
Her energies, she said.

Her husband is not wealthy.
She says she doesn't care ;
Her home is neat and pretty ;
She has enough to wear.

She told to me the secret
Of happiness complete :
*By selling Soaps for Larkin,
Keep busy, clean and neat.*

A Good Suggestion for Other Girls.

Mrs. B. F. Seaver, Cambridge, Mass., writes: "It gives me great pleasure to say that my daughter Ruth, aged 13 years, has formed a club of five girls. This is her second order, and she has a third one ready ; other friends are anxious for her to get up another. All the girls were delighted with their Club. The Autofiller Fountain-pens are very nice ; also the Pressed Glassware Set and Florelloid Brush, Comb and Mirror. I wish you could have heard the happy little girls as each received her Premium. Indeed, they felt well paid for a very few hours spent in selling the Larkin Products after school. It is easy for small girls to earn little gifts by forming Clubs-of-Five."

LARKIN FLORIDA WATER



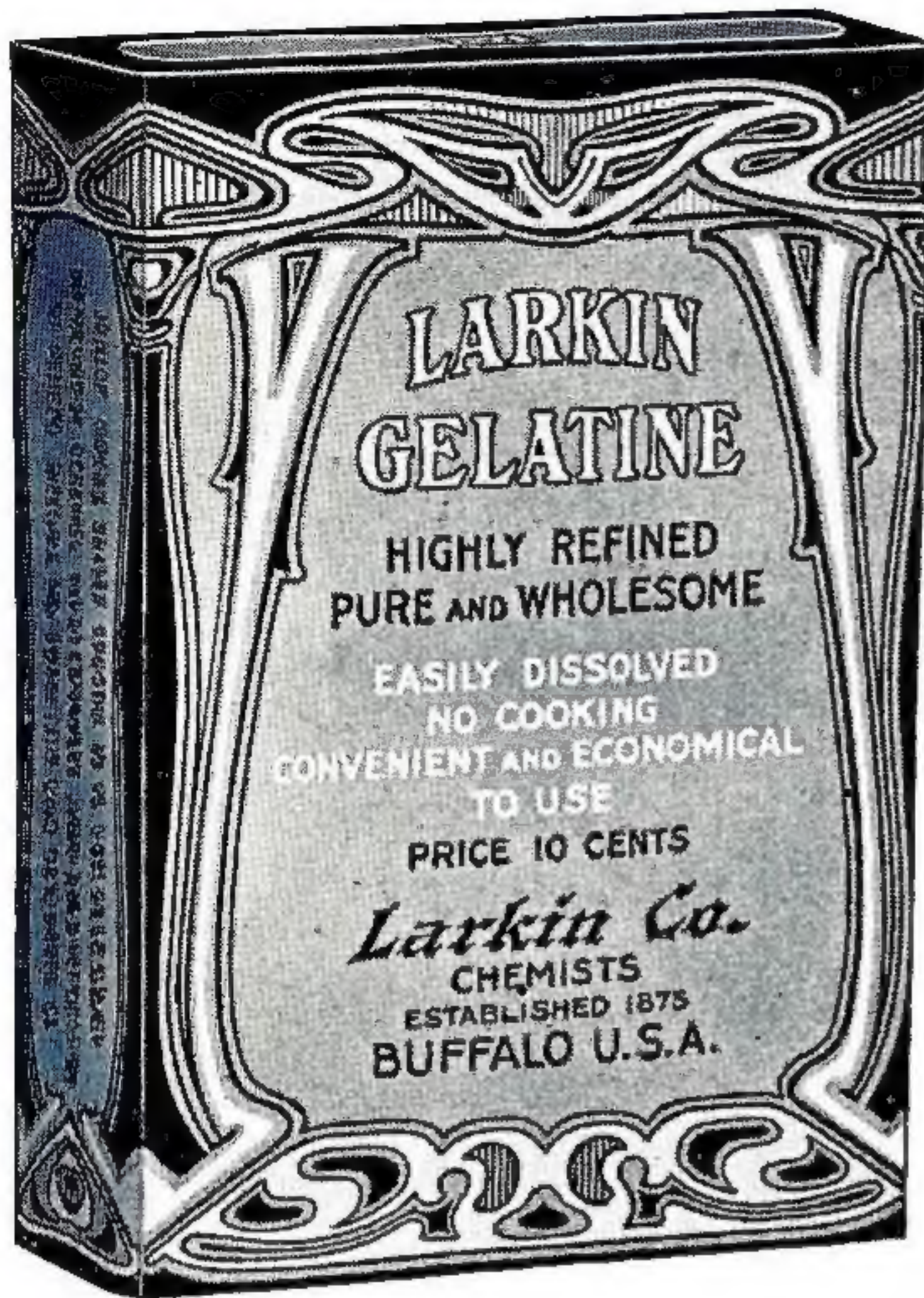
A dainty toilet accessory. Refined and lasting. Imparts a refreshing and invigorating effect when used in the bath.

Per 4-oz. bottle, price 25 cents.

Larkin Co.

BUFFALO, N. Y.

Ready for Larkin Customers



Larkin Gelatine

Highly Refined Pure and Wholesome

The superior quality of Larkin Products insures a Gelatine that is pure, flavorless, odorless and sparkling. Larkin Gelatine makes jellies and desserts that are transparent, delicate and healthful. Easily dissolved; requires no cooking; convenient and economical to use.

The package contains more Gelatine than others selling for ten cents, and makes two full quarts of jelly; each package also contains two envelopes of pure, vegetable coloring powder, and a list of

popular recipes. Per package, 10 cents.

Larkin Pearl Tapioca.

White Clean Pure

Directly imported from the East Indies, where grow the choicest specimens of the cassava plant, from whose tubers Tapioca is made.

Larkin Pearl Tapioca is prepared with extreme care at every step; is delicious, nourishing, and absolutely pure.

Per 1-lb. package, 8 cents.



Larkin St., **Larkin Co.** *Buffalo, N. Y.*

ESTABLISHED, 1875.

NEW PURE FOOD PRODUCTS

LARKIN CONCENTRATED SOUPS

CHICKEN
OX TAIL
TOMATO
VEGETABLE

Prepared with the utmost care and cleanliness from the choicest materials. Rich and wholesome. By adding water to suit taste, a delicious, savory soup of superior excellence is obtained.

Per can, 10 cents each.



LARKIN TOMATO CATSUP

Made from choice, fresh, ripe tomatoes. Fruity and appetizing, Highest quality; free from artificial coloring. Guaranteed not to ferment.



Per pint bottle, . . . 25 cents.

LARKIN PORK AND BEANS

Boston Baked, with Tomato Sauce.

Carefully prepared from the finest beans; sound, juicy tomatoes, and young, sweet, tender pork. An excellent blood- and muscle-maker. Easily and quickly served.



Per can, 15 cents.

Larkin Street,

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.